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Mail Processing Network Rationalization
Service Changes, 2012

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DIRECT TESTIMONY OF REBECCA ELMORE-YALCH

ON BEHALF OF THE

UNITED STATES POSTAL SERVICE

(USPS-T-11)

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DIRECT TESTIMONY OF
REBECCA ELMORE-YALCH

2. Autobiographical Sketch

I am Rebecca P. Elmore-Yalch, a Senior Vice President at ORC International (ORC). Founded in 1938, ORC is one of the oldest and most respected full-service custom marketing research firms in the United States. As a Senior Vice President at ORC, my primary responsibilities are the management and oversight of the Public Services vertical. The Public Services vertical includes work for local, regional, state, and federal governmental and quasi-governmental agencies.

ORC has direct experience working with the Postal Service for more than 35 years.

Examples of recent studies (past 10 years) include:

- Mystery Caller Research (1998 to 2008): The objective was to measure the proficiency of the employees who work in the mailing requirements and business mail entry units through responses provided to 32,000 incoming telephone calls per annum. Respondent groups included Mail Clerks / Technicians, Mailing Requirements Clerks/Mail Acceptance Specialists, Bulk Mail Supervisors, and Mail Piece Design Analysts (MDAs).
- Container and Bundle Tracking (2003): Bundle tracking was a capability under development by the Postal Service to enable mailer tracking of containers and bundles. The term *bundle* refers to carrier-route sorted flats (Standard Mail and Periodicals Mail) in the form of bundles, either strapped or wrapped. The bundle tracking service would be offered to mailers as a service for a fee. The service would expand the universe of traceable mail to carrier-route bundles whose mail pieces typically bypass mail-processing equipment. The data generated by the bundle tracking service would help customers monitor mailings and manage mail-related business activities more efficiently. The primary goal of this research was to obtain the data needed to develop revenue and cost information in the event of a rate filing. In particular, the Postal Service was interested in estimating the volume of enhanced carrier-route flats that mailers would switch to take advantage of this service. Also of interest was an understanding of how

mailers use frequency and drop-shipment methods and how they would like to receive tracking information. Quantitative telephone interviews were conducted.

- Post Office Box Customers (2006): Quantitative research was conducted among business and residential PO Box customers to identify the popularity of additional services then being considered, including online payment; holding of packages from FedEx, DHL, and other carriers; e-mail notification of mail arrival; and the establishment of business centers at Post Offices that would include a broad range of services including fax / copy / print services.
- Electronic Signatures (2006): The objective of this project was to determine the usability of electronic signatures, given their limited readability and scanning-induced defects. This was a web study among customers whose employers send mail and packages that require signature confirmation of delivery. There was also an in-depth interview (IDI) follow-up among those who agreed to be contacted.
- Monopoly Relaxation Forecast (2008): This project estimated the potential impact of relaxing the postal monopoly in the United States on usage of Standard Mail and First-Class Mail under various competitive scenarios. Quantitative surveys were conducted among four customer segments.
- Five-Day Delivery (2009): Quantitative research was conducted to assist in developing forecasts of how the proposed changes would impact the volume for the following Postal Service products: Single-Piece First-Class Mail, Presort First-Class Mail, Regular Standard Mail, Nonprofit Standard Mail, Priority Mail, Express Mail, Regular Periodicals Mail, and Nonprofit Periodicals Mail. Qualitative research consisted of 10 focus groups with consumers, 8 focus groups with small businesses, and 30 IDIs with National and Preferred account customers to develop a deep understanding of how consumers and businesses would respond to five-day delivery.

In addition to these studies, the Postal Service has frequently used ORC's CARAVAN[®] telephone omnibus survey program.

Rebecca Elmore-Yalch has been with ORC since its 2007 acquisition of Northwest Research Group, which she founded in 1985. Rebecca brings more than 25 years of

marketing research and strategic planning expertise to her role as Senior Vice President with oversight of ORC's Seattle office and its Public Services vertical. Rebecca has extensive expertise in public policy research and has worked with public agencies in transportation, public health, municipal and state governments, and public and investor-owned utilities. Rebecca has worked on the design and implementation of large-scale research projects for the following representative clients and government agencies:

- California Department of Transportation
- Chicago Transit Authority
- Federal Highway Administration
- Idaho Department of Health and Welfare
- King County Metro
- Oregon Progress Board
- Oregon Public Utility Commission
- State of Nevada
- Transportation Research Board
- Washington State Transportation Commission

Rebecca holds a BA in Journalism and Mass Communications with a concentration in advertising management from the University of Minnesota, and an MBA with an emphasis in marketing and statistics from the University of Washington. Rebecca also holds a Professional Researcher Certification (PRC) Expert Level Certification from the Marketing Research Association. She lectured in marketing research and advertising management at the University of Washington and Northwestern University before starting a marketing research consulting firm which grew to be one of the 10 largest independent research firms in the Pacific Northwest prior to being acquired by ORC International. In addition to her work experience, Rebecca is active in a variety of organizations including the American Public Transportation Association (APTA), in which she is a member of the Marketing and Communications Subcommittee; the Transportation Research Board; and the Transportation, Infrastructure, and Logistics Committee of the U.S. Chamber of Commerce. Immediately prior to her company being acquired, Rebecca was honored to receive the Women's Business Award from the National Association of Women's Business in the State of Idaho.

PURPOSE AND SCOPE OF TESTIMONY

Network Optimization and First-Class Mail Standards

3. Network Optimization and First-Class Mail Standards Research

Overview

The Postal Service has experienced unprecedented drops in mail volume. Total First-Class Mail volume has declined 20 percent since 2006; single piece volume is down 30 percent. It is projected that First-Class Mail volume will continue to decline due primarily to the increasing number of online transactions. The Postal Service is considering modification of existing First-Class Mail service standards to address the decline in mail volume thereby enabling it to consolidate the Postal Service's mail processing and transportation networks while continuing to meet the service needs of its customers.

Current service standards for First-Class Mail range between one to three days for mail that both originates and destines within the contiguous United States, and one to five days for mail that originates or destines in Alaska, Hawaii or other non-contiguous parts of the domestic service area. Under the proposed change to First-Class Mail service standards, the day range for mail within the contiguous United States would become two to three days and for mail involving Alaska, Hawaii or elsewhere in the domestic service area the standard would become two to five days. In other words, the Postal Service would be eliminating all overnight service standards for First-Class Mail and would also be narrowing the geographic scope of the current two-day delivery standard.

The proposal would also affect Periodicals service standards. The current Periodicals service standards range from one to nine days. Under this proposal, the revised range would be two to nine days. Thus, all Periodicals now delivered on the next day will be delivered on the second day.

Finally, under the proposed plan, businesses using bulk First-Class Mail, Standard Mail, or Periodicals may have fewer locations where mail can be entered and may therefore need to transport it to locations different from those now in use. Furthermore, businesses using Standard Mail may have to transport their bulk mail to other locations to take advantage of available discounts.

ORC International was commissioned by the Postal Service to conduct market research to determine how the proposed change would impact consumers and businesses. Two phases of research (qualitative and quantitative) were conducted. The methodologies for each are presented in detail.

This market research testimony (USPS-T-11) and that of witness Greg Whiteman (USPS-T-12) sponsor two Category 2 library references: USPS-LR-N2012-1/26 (Market Research Materials (Public)) and USPS-LR-N2012-1/NP1 (Market Research Materials (Non-public)). The former includes materials specific to this testimony alone, while the latter contains materials specific to both. The Preface to each library reference provides additional information.

4. Definition of Terms

Two terms are used throughout the research and testimony. They are defined as follows:

- **Applications:** The content of a mailing or its purpose. Applications include:
 - Bills, invoices, or statements
 - Payments
 - Advertising or marketing materials including flyers, circulars, catalogs, etc.
 - General communications including customer notifications, holiday cards, investor or shareholder mailings, *etc.*
 - Documents, including reports, contracts, policies, legal papers, *etc.*
 - Periodicals or newspapers
 - Newsletters
- **Products:** Defined as the Postal Service products used to mail or ship an application. Postal Service products include:
 - First-Class Mail (Single-Piece, Presort)
 - Standard Mail (Regular, Nonprofit)
 - Priority Mail
 - Express Mail
 - Periodicals (Regular, Nonprofit)

1 **5. Qualitative Research**

2 **5.1 Overview**

3 The Postal Service initiated qualitative market research to evaluate how the proposed
4 changes to First-Class Mail service standards would impact consumers and businesses.

5 Qualitative research is effective in drawing out participants' attitudes, feelings, beliefs,
6 experiences, and reactions in a way which is not feasible using other methods.

7 The specific objectives of this phase of the research were to:

- 8 • Improve understanding of the various ways consumers and businesses would
9 respond to changes to First-Class Mail (*e.g.*, changes in mailing patterns, switching
10 to competitors or other Postal Service products, increased use of online billing /
11 payment, *etc.*) and local newspapers
- 12 • Understand why consumers and businesses would respond as they do
- 13 • Assess how consumers and businesses would adjust their routines or operations to
14 accommodate changes to First-Class Mail service standards
- 15 • Assess how difficult business adjustments would be and improve understanding of
16 the challenges businesses would face and how their operations would be affected
- 17 • Assess perceptions of Postal Service reasons for changes to First-Class Mail
18 service standards

19 The qualitative research had four components:

- 20 • Focus groups with consumers
- 21 • Focus groups with small businesses
- 22 • In-depth telephone interviews with consumers and small businesses in Alaska and
23 Hawaii
- 24 • In-depth telephone interviews with National and Premier Accounts

5.2 Focus Group Methodology

Number of Groups and Group Composition

Eighteen focus groups were conducted between August 9, 2011 and August 23, 2011 in four major metropolitan areas—Chicago, IL; Seattle, WA; New York, NY; and Atlanta, GA—and in one rural community—Pocatello, ID. Ten of these groups were conducted with consumers and eight were conducted with small business owners and managers. Two groups with consumers were conducted in each market. Consumer groups were segmented based on their household income and whether they lived in the center city, the suburbs, or a rural community as follows:

Figure 1: Consumer Focus Group Composition

Metro Market	Location Type	Income
Atlanta	Center City	Low Income (household income \$30,000 or less)
	Suburban	High Income (household income greater than \$100,000)
Chicago	Center City	Low Income (household income \$30,000 or less)
	Suburban	Moderate Income (household income \$30,000 to \$100,000)
New York	Center City	High Income (household income greater than \$100,000)
	Suburban	Moderate Income (household income \$30,000 to \$100,000)
Seattle	Center City	Moderate Income (household income \$30,000 to \$100,000)
	Suburban	High Income (household income greater than \$100,000)
Pocatello	Rural	Low and moderate income (household income up to \$100,000)
	Rural	Moderate and high income (household income more than \$30,000)

Each group consisted of eight to twelve participants. Potential participants were screened to ensure that each was the person in the household considered to be the “CEO of the mail”—that is, the person primarily responsible for handling the receipt, sorting, and other tasks related to the household’s mail. All participants needed to send at least three pieces of First-Class Mail per week. Participants sent or received a variety of different types of mail including bills, payments, general communications, advertising mail, magazines or newspapers, and greeting or holiday cards. In addition, participants represented a mix of

those who predominantly use First-Class Mail for making payments versus those who use both First-Class Mail and online payment systems.

Within each group, a demographic mix of participants (by age, gender, and employment status) was represented. Individuals who worked in or who had a member of their household working in several specific industries were excluded: advertising and public relations; market research; and mailing or shipping (USPS, UPS, FedEx, and mail or small package delivery services).

Screeners used for recruiting the consumer focus groups are included in Appendix A, Part 1. In addition, a description of participants in each business group is included in Appendix B, Part 1, although names and other identifying information are excluded.

The business focus groups represented small businesses, defined as those having fewer than 100 employees. In each group, the number of participants with a single employee was limited to no more than two.

Each individual recruit had to be primarily responsible for the tasks related to that business's mail and shipping requirements. All had to use First-Class Mail and efforts were made to include businesses sending different volumes of mail as well as those who predominantly use the mail versus those that use a mix of mail and online services or products to send different applications. A mix of small businesses and preferred accounts (defined as paying for postal services by a postage meter, permit imprint, Express Mail corporate account, or PC Postage) were represented.

Within the groups, a mix of different types of industry was represented. As with the consumer groups, businesses in the following business sectors or companies were excluded: advertising or public relations, market research, and mailing or shipping services (specifically USPS, UPS, FedEx, and other mail or small package delivery services). The number of small business groups held in each market is outlined in Figure 2.

1 **Figure 2: Small Business Focus Group Composition**

Metro Market	Number of Groups
Atlanta	2
Chicago	2
New York	1
Seattle	2
Pocatello	1
Total	8

2 Screeners used for recruiting the business focus groups are included in Appendix A, Part
 3 2. In addition, a description of participants in each business group is included in Appendix
 4 B, Part 2. Again, names and other identifying information are excluded.

5 ***Moderating***

6 Each focus group was led by one of two trained moderators. Both moderators have
 7 extensive experience leading business and consumer focus groups as well as specific
 8 experience with the Postal Service. Moderators used a guide to direct and focus
 9 discussion that specified coverage of:

- 10 1. General introductions
- 11 2. Current behaviors for sending different applications, including use of Postal Service
 12 services, competitive services, and online products
- 13 3. Awareness of current First-Class Mail standards and expectations for First-Class
 14 Mail transit times
- 15 4. Perceptions of Postal Service adherence to current First-Class Mail service
 16 standards
- 17 5. Reactions to changes to First-Class Mail service standards and how these changes
 18 would affect current behaviors

6. Perceptions of the impact changes to First-Class Mail service standards would have on the Postal Service brand and customer opinions of the overall quality of service offered by the Postal Service

The moderators' guides for the consumer and business groups are included in Appendix C, Parts 1 and 2, respectively. The guides were meant to provide a general structure for directing the flow of the conversation during the group session. Questions were generally open-ended in format and were designed to elicit in-depth responses as opposed to simple yes or no answers. Questions were also carefully worded so as not to prompt a particular response. The time spent on each topic area and question varied by group and was largely guided by the group discussion. In addition, the flow of the questions varied by group. The moderators used significant discretion in asking the questions and guiding the conversation to encourage an open and in-depth discussion. For three of the six topic areas, specific verbiage (oral and written) was used in the sessions.

To get participants to think clearly about all of the different items they send and the ways in which they send them, moderators asked participants to develop an exhaustive list of the different items they send via any means (mail or electronically). This ensured that participants reflected the full range of ways in which they could potentially be impacted by changes to First-Class Mail service standards.

To gauge awareness of current First-Class Mail service standards and what they felt would be reasonable (Item #3), participants completed a written exercise in which they provided their estimates of the current First-Class Mail service standards for transit times to four different groups of destinations

1. Within their local area
2. Destinations up to 200 miles outside their local area
3. Destinations 200 to 1,000 miles outside their local area
4. Destinations more than 1,000 miles from their local area

They then provided the same information (number of days in transit) for four different service standards:

1. Outstanding service (that is, they would potentially increase their use of First-Class Mail and other Postal Service products)

2. Unrealistic service (that is, they would not believe the Postal Service could meet those standards)

3. Transit times are long but they would continue to use First-Class Mail to send those items they currently send via First-Class Mail

4. Transit times are so long that they would change the ways in which they send those items they currently send via First-Class Mail

The written exercise also asked participants to indicate:

1. The percentage of items they currently send to the four different groups of destinations using First-Class Mail

2. The percentage of items they would send using First-Class Mail to each of the four different groups of destinations if First-Class Mail service met their standards for “outstanding” service

3. The percentage of items they would send using First-Class Mail to each of the four different groups of destinations if standards for First-Class Mail service met their definition of “long”

4. The percentage of items they would send using First-Class Mail to each of the four different groups of destinations if standards for First-Class Mail service met their definition of “too long”

To initiate discussion regarding the fifth topic (Reactions to changes in First-Class Mail service standards and how these changes would affect ongoing behaviors), the moderator provided each participant with a document describing the fiscal situation facing the Postal Service and proposed changes to the network, legislation, and First-Class Mail service standards proposed to address the situation. The final documents provided to consumer and small business participants are included in, Appendix D, Part 2. Participants were given time to read the document and make notes.

They were then asked to provide their immediate responses to the changes in First-Class Mail standards—specifically if and how it would impact their mail volume or how they send different items as well as their more general response to the change in service.

- 1 As a wrap-up at the end of the groups, participants were
- 2 1. Asked to “vote” whether they believed the Postal Service should change First-Class
- 3 Mail standards to help the deficits facing USPS
- 4 2. Instructed to write a letter regarding their feelings toward five-day delivery to
- 5 someone in the government or at the Postal Service.
- 6 All groups were recorded. Redacted transcripts (respondent-identifiable information is
- 7 removed) are available in library reference USPS-LR-N2012-1/26

8

5.3 In-Depth Interviews Methodology

Because the proposed changes to First-Class Mail service standards have less impact on consumers and businesses in Alaska and Hawaii, and to ensure that a broad spectrum of all geographic areas in the United States was represented, ten in-depth phone interviews were conducted in Alaska and Hawaii, distributed as follows:

Figure 3: Small Business Focus Group Composition

Participants	Alaska	Hawaii	Total
Consumers	2	3	5
Small Businesses	2	3	5
Total	4	6	10

The same screening criteria used for the consumer and small business focus groups were used for recruiting participants for these in-depth interviews. In addition, the interview scripts were the same as the Moderators' Guides used in the focus groups.

Seventeen (17) in-depth interviews were also conducted with individuals at selected National and Premier Accounts identified as having the primary responsibility for defined aspects of mailing or shipping within a company. In addition, an in-depth interview was completed with a newspaper publisher in Pocatello, ID. This individual had originally been recruited for the business focus group in this market but was unable to attend. To ensure representation of a rural newspaper, this individual was interviewed by phone.

A matrix of completed interviews for each purpose and account type appears below. Many sources were knowledgeable enough to speak about multiple mailing/shipping purposes.

As a result, our understanding extends beyond the 17 interviews. For instance:

- One National Account mailer spoke of billing and direct marketing together.
- One Premier Account mailer spoke of billing, payment, and direct marketing together.
- Two National Accounts mailer spoke of billing and payment together.

1 **Figure 4: Number of In-Depth Interviews by Account Type and Application**

Mailing / Shipping Purpose	National	Premier	Total
Payment	2	3	5
Billing	3	2	5
Direct Marketing	0	4	4
Publication Distribution	0	3	3
Total	5	12	17

2 A partial list of National and Premier Accounts was drawn from the universe of accounts in
3 CBCIS as of August 17, 2009 for use in this phase of the qualitative research. This same
4 universe was used for drawing the sample in the quantitative research. Initial sourcing
5 calls were made to identify the person at the account with the primary responsibility for the
6 targeted applications within an industry and to schedule an appointment for completing the
7 interview.

8 The in-depth interviews were completed via telephone by highly trained executive
9 interviewers with significant experience conducting strategic intelligence research among
10 large businesses. As with the focus groups, an interview guide was developed to direct
11 the flow of conversation. The guide was similar to that used for the focus groups.
12 However, the interviews focused upon the specific application for which the person
13 recruited was responsible. A copy of the interview guide is included in Appendix E.

14

6. Quantitative Research

6.1 Overview

The quantitative phase was designed to assist development of forecasts for the potential impact resulting from the changes to First-Class Mail service standards on volume for the following products: Single-Piece First-Class Mail, Presort First-Class Mail, Standard Regular Mail, Nonprofit Standard Mail, Priority Mail, Express Mail, Periodicals, and Nonprofit Periodicals.

The quantitative research was designed to estimate, by segment, the percentage by which each applicable product's volume would increase or decrease if changes to current First-Class Mail service standards were implemented.

Each of the Postal Service's business segments was surveyed:

1. National Accounts
2. Premier Accounts
3. Preferred Accounts
4. Small businesses, defined as companies with fewer than 100 employees, not included in other business segments, and operating a location other than their home
5. Home-based businesses, defined as an individual(s) operating a business from their home that has no location other than the home address and working a minimum of 25 hours per week

Consumers were also surveyed.

All respondents had sent mail in the past 12 months. Respondents in each business segment were screened to ensure that they decide or influence decisions as to how mail is sent. Consumer respondents were primarily responsible for handling receipt, sorting, and other tasks related to household mail.

Data collection was completed between October 26 and November 8, 2011. Incentives to encourage participation were offered to all business respondents.

Given differences among segments, the approach for obtaining reliable, unbiased estimates differed by segment. Therefore, the data collection approach and sampling plan was optimized for each segment as explained below.

6.2 Business Survey Methodology

6.2.1 Business Survey Questionnaire

The questionnaire was similar for all business segments. Copies of the business survey questionnaires are provided in Appendix F. Respondents provided volume data for the applications under their responsibility. The questionnaire contained the following key components:

1. Respondents provided volume data for 2011 and estimated 2012 volumes using a two-part question:
 - Number of pieces by application
 - Allocation of total volume (percentage of total volume) by product
2. Respondents were then read the statement outlining the proposed changes to First-Class Mail service standards. A copy of this statement appears within the questionnaires in Appendix F. After reading the statement, respondents were asked a two-part question to estimate the likelihood that the change to First-Class Mail service standards would affect their behavior:
 - Likelihood that a change to First-Class Mail service standards would cause changes in the volume they send
 - Likelihood that a change to First-Class Mail service standards would cause changes in how they send items

For both questions, respondents used an 11-point rating scale where “0” represented “extremely unlikely to change volume / how mail is sent” and “10” represented “extremely likely to change.”

3. Those who said that their volume of mail would change or they would change how they send items provided estimates of their 2012 volumes under the proposed service standards. Estimates were provided for:
 - Number of pieces by application

- Allocation of total volume per application by product
- The percentage of any change (increase or decrease) in the number of pieces specific to an application that would be attributable solely to the change in First-Class Mail service standards

Respondents were re-read their original volume and allocation estimates for reference points.

Figure 5 outlines the various applications and corresponding Postal Service products or other methods for sending these applications.

Figure 5: Applications and Methods for Sending

Applications	Corresponding Products / Methods for Sending	
	National Accounts, Premier Accounts and Preferred Accounts	Small Business / Home-Based Business
A. Bills, invoices or statements	02 USPS Single Piece First-Class Mail 03 USPS Pre-Sort First-Class Mail 06 USPS Priority Mail 07 USPS Express Mail	02 USPS Single Piece First-Class Mail 06 USPS Priority Mail 07 USPS Express Mail
B. Payments	02 USPS Single Piece First-Class Mail 03 USPS Pre-Sort First-Class Mail 06 USPS Priority Mail 07 USPS Express Mail	02 USPS Single Piece First-Class Mail 06 USPS Priority Mail 07 USPS Express Mail
C. Advertising or marketing materials including flyers, circulars, catalogs, <i>etc.</i>	02 USPS Single Piece First-Class Mail 03 USPS Pre-Sort First-Class Mail 04 USPS Regular Standard/Bulk Mail 05 USPS Non-Profit Standard/Bulk Mail	02 USPS Single Piece First-Class Mail 06 USPS Priority Mail 07 USPS Express Mail
D. General communications including customer notifications, holiday cards, investor/ shareholder mailings, <i>etc.</i>	02 USPS Single Piece First-Class Mail 03 USPS Pre-Sort First-Class Mail 06 USPS Priority Mail 07 USPS Express Mail	02 USPS Single Piece First-Class Mail 06 USPS Priority Mail 07 USPS Express Mail
DD. Documents such as reports, contracts, policies, legal papers, <i>etc.</i>	02 USPS Single Piece First-Class Mail 03 USPS Pre-Sort First-Class Mail 06 USPS Priority Mail 07 USPS Express Mail	02 USPS Single Piece First-Class Mail 06 USPS Priority Mail 07 USPS Express Mail

Applications	Corresponding Products / Methods for Sending	
	National Accounts, Premier Accounts and Preferred Accounts	Small Business / Home-Based Business
E. Magazines	10 USPS Regular Periodicals Mail 11 USPS Non-Profit Periodicals Mail 04 USPS Regular Standard/Bulk Mail 05 USPS Non-Profit Standard/Bulk Mail	
F. Newspapers	10 USPS Regular Periodicals Mail 11 USPS Non-Profit Periodicals Mail 04 USPS Regular Standard/Bulk Mail 05 USPS Non-Profit Standard/Bulk Mail 91 Some other way 92 Some other way	
G. Newsletters	02 USPS Single Piece First-Class Mail 03 USPS Pre-Sort First-Class Mail 04 USPS Regular Standard/Bulk Mail 05 USPS Non-Profit Standard/Bulk Mail 10 USPS Regular Periodicals Mail 11 USPS Non-Profit Periodicals Mail	02 USPS Single Piece First-Class Mail 06 USPS Priority Mail 07 USPS Express Mail

1 **6.2.2 Business Surveys—Overall Sampling Plan**

2 Large commercial accounts are divided into three segments based on volume and nature
 3 of relationship with the Postal Service: (1) National Accounts, (2) Premier Accounts, and
 4 (3) Preferred Accounts.

5 A total of 856 interviews are included in the final dataset as follows:

National	Premier	Preferred	Total
26	416	414	856

6 The sampling for each large commercial segment is different. Across all segments, all
 7 major industry types are represented, shown in Figure 6.

8

1 **Figure 6: Industries Represented in Large Commercial Account Samples**

Industry Type	Sample	National	Premier	Preferred	Total
Agriculture, Forestry, Mining, Fishing	n	1	6	5	12
	%	3.85%	1.44%	1.21%	1.40%
Construction	N	0	4	13	17
	%	0.00%	1.0%	3.1%	1.99%
Manufacturing	N	4	53	23	80
	%	15.38%	12.7%	5.6%	9.35%
Transportation	N	0	2	3	5
	%	0.00%	0.5%	0.7%	0.58%
Telecommunications	n	1	8	4	13
	%	3.85%	1.9%	1.0%	1.52%
Utilities	n	0	6	5	11
	%	0.00%	1.4%	1.2%	1.29%
Wholesale Trade	n	1	10	6	17
	%	3.85%	2.4%	1.4%	1.99%
Retail Trade or Mail Order	n	5	37	36	78
	%	19.23%	8.9%	8.7%	9.11%
Finance, Insurance, or Real Estate	n	4	59	33	96
	%	15.38%	14.2%	8.0%	11.21%
Newspaper Publishing	n	1	19	18	38
	%	3.85%	4.6%	4.3%	4.44%
Periodical or Book Publishing	n	3	25	5	33
	%	11.54%	6.0%	1.2%	3.86%
Services	n	4	82	65	151
	%	15.38%	19.7%	15.7%	17.64%
Not-for-Profit or Membership Organization	n	2	78	187	267
	%	7.69%	18.8%	45.2%	31.19%
Government or Public Administration	n	0	27	11	38
	%	0.00%	6.5%	2.7%	4.44%
Total	n	26	416	414	856
	%	100.0%	100.0%	100.0%	100.0%

2 In addition, businesses nationwide were represented.

3 **Figure 7: States Represented in Large Commercial Accounts Samples**

State	Sample	National	Premier	Preferred	Total
Alabama	n	0	7	6	13
	%	0.0%	1.7%	1.4%	1.5%
Alaska	n	0	1	1	2
	%	0.0%	0.2%	0.2%	0.2%
Arizona	n	0	4	6	10
	%	0.0%	1.0%	1.4%	1.2%
Arkansas	n	0	3	4	7
	%	0.0%	0.7%	1.0%	0.8%
California	n	1	36	38	75
	%	3.8%	8.7%	9.2%	8.8%
Colorado	n	1	5	4	10
	%	3.8%	1.2%	1.0%	1.2%
Connecticut	n	1	6	4	11
	%	3.8%	1.4%	1.0%	1.3%

State	Sample	National	Premier	Preferred	Total
Delaware	n	0	0	2	2
	%	0.0%	0.0%	0.5%	0.2%
District of Columbia	n	1	0	1	2
	%	3.8%	0.0%	0.2%	0.2%
Florida	n	0	14	23	37
	%	0.0%	3.4%	5.6%	4.3%
Georgia	n	0	8	15	23
	%	0.0%	1.9%	3.6%	2.7%
Hawaii	n	0	2	2	4
	%	0.0%	0.5%	0.5%	0.5%
Idaho	n	0	1	3	4
	%	0.0%	0.2%	0.7%	0.5%
Illinois	n	2	28	20	50
	%	7.7%	6.7%	4.8%	5.8%
Indiana	n	0	10	12	22
	%	0.0%	2.4%	2.9%	2.6%
Iowa	n	0	5	10	15
	%	0.0%	1.2%	2.4%	1.8%
Kansas	n	0	2	4	6
	%	0.0%	0.5%	1.0%	0.7%
Kentucky	n	0	7	10	17
	%	0.0%	1.7%	2.4%	2.0%
Louisiana	n	0	1	4	5
	%	0.0%	0.2%	1.0%	0.6%
Maine	n	0	3	4	7
	%	0.0%	0.7%	1.0%	0.8%
Maryland	n	0	7	11	18
	%	0.0%	1.7%	2.7%	2.1%
Massachusetts	n	0	17	15	32
	%	0.0%	4.1%	3.6%	3.7%
Michigan	n	2	11	11	24
	%	7.7%	2.6%	2.7%	2.8%
Minnesota	n	0	17	12	29
	%	0.0%	4.1%	2.9%	3.4%
Mississippi	n	0	2	3	5
	%	0.0%	0.5%	0.7%	0.6%
Missouri	n	0	12	9	21
	%	0.0%	2.9%	2.2%	2.5%
Montana	n	0	0	3	3
	%	0.0%	0.0%	0.7%	0.4%
Nebraska	n	1	4	0	5
	%	3.8%	1.0%	0.0%	0.6%
Nevada	n	0	3	0	3
	%	0.0%	0.7%	0.0%	0.4%
New Hampshire	n	0	2	3	5
	%	0.0%	0.5%	0.7%	0.6%
New Jersey	n	2	10	8	20
	%	7.7%	2.4%	1.9%	2.3%
New Mexico	n	0	0	2	2
	%	0.0%	0.0%	0.5%	0.2%
New York	n	5	22	24	51
	%	19.2%	5.3%	5.8%	6.0%

State	Sample	National	Premier	Preferred	Total
North Carolina	n	0	15	11	26
	%	0.0%	3.6%	2.7%	3.0%
North Dakota	n	0	1	2	3
	%	0.0%	0.2%	0.5%	0.4%
Ohio	n	0	23	18	41
	%	0.0%	5.5%	4.3%	4.8%
Oklahoma	n	0	6	9	15
	%	0.0%	1.4%	2.2%	1.8%
Oregon	n	0	6	6	12
	%	0.0%	1.4%	1.4%	1.4%
Pennsylvania	n	4	22	18	44
	%	15.4%	5.3%	4.3%	5.1%
Rhode Island	n	0	3	1	4
	%	0.0%	0.7%	0.2%	0.5%
South Carolina	n	0	4	11	15
	%	0.0%	1.0%	2.7%	1.8%
South Dakota	n	0	4	2	6
	%	0.0%	1.0%	0.5%	0.7%
Tennessee	n	0	12	6	18
	%	0.0%	2.9%	1.4%	2.1%
Texas	n	1	21	26	48
	%	3.8%	5.0%	6.3%	5.6%
Utah	n	0	7	3	10
	%	0.0%	1.7%	0.7%	1.2%
Vermont	n	0	1	2	3
	%	0.0%	0.2%	0.5%	0.4%
Virginia	n	1	19	9	29
	%	3.8%	4.6%	2.2%	3.4%
Washington	n	2	12	9	23
	%	7.7%	2.9%	2.2%	2.7%
West Virginia	n	0	0	1	1
	%	0.0%	0.0%	0.2%	0.1%
Wisconsin	n	2	10	5	17
	%	7.7%	2.4%	1.2%	2.0%
Total Sample	n	26	416	414	856

- 1 Small and home-based businesses were sampled separately. Definitions are as follows:
- 2 • Small Businesses: Companies with fewer than 100 employees, not included in the
- 3 other business segments, and operating at a location outside the home
- 4 • Home-Based Businesses: Individual(s) operating a business from their home that
- 5 lacks a location other than the home address and working a minimum of 25 hours
- 6 per week
- 7 All industry types, except for newspaper publishing, were represented across the two
- 8 segments as shown in Figure 8.

1 **Figure 8: Industries Represented in Small and Home-Based Business Samples**

Industry	Sample	Small Businesses	Home-Based Businesses	Total
Agriculture, Forestry, Mining, and Fishing	n	20	18	38
	%	3.6%	4.8%	4.1%
Construction	n	48	38	86
	%	8.7%	10.1%	9.3%
Manufacturing	n	15	16	31
	%	2.7%	4.3%	3.3%
Transportation	n	18	9	27
	%	3.3%	2.4%	2.9%
Telecommunications	n	15	13	28
	%	2.7%	3.5%	3.0%
Utilities	n	5	2	7
	%	0.9%	0.5%	0.8%
Wholesale Trade	n	20	7	27
	%	3.6%	1.9%	2.9%
Retail Trade or Mail Order	n	111	60	171
	%	20.1%	16.0%	18.4%
Finance, Insurance, or Real Estate	n	67	27	94
	%	12.1%	7.2%	10.1%
Magazine or Book Publishing	n	6	5	11
	%	1.1%	1.3%	1.2%
Services	n	211	172	383
	%	38.2%	45.7%	41.2%
Not-for-Profit or Membership Organization	n	9	4	13
	%	1.6%	1.1%	1.4%
Government or Public Administration	n	2	3	5
	%	0.4%	0.8%	0.5%
Some Other Industry / Don't Know	n	6	2	8
	%	1.1%	0.6%	0.9%
Total	n	553	376	929

2 In addition, the final sample of small and home-based businesses included businesses in
3 all states except Hawaii. One small business and one home-based business in Hawaii
4 were surveyed; however, both cases were dropped when they did not meet the final data
5 cleaning criteria (see Section 6.2.7).

6 **Figure 9: States Represented in Small and Home-Based Business Samples**

State	Sample	Small Businesses	Home-Based Businesses	Total
Alabama	n	11	6	17
	%	2.0%	1.6%	1.8%
Alaska	n	0	2	2
	%	0.0%	0.5%	0.2%
Arizona	n	17	7	24
	%	3.1%	1.9%	2.6%
Arkansas	n	4	1	5
	%	0.7%	0.3%	0.5%

State	Sample	Small Businesses	Home-Based Businesses	Total
California	n	69	28	97
	%	12.5%	7.4%	10.4%
Colorado	n	10	9	19
	%	1.8%	2.4%	2.0%
Connecticut	n	4	3	7
	%	0.7%	0.8%	0.8%
Delaware	n	1	0	1
	%	0.2%	0.0%	0.1%
District of Columbia	n	4	0	4
	%	0.7%	0.0%	0.4%
Florida	n	38	30	68
	%	6.9%	8.0%	7.3%
Georgia	n	10	17	27
	%	1.8%	4.5%	2.9%
Idaho	n	9	2	11
	%	1.6%	0.5%	1.2%
Illinois	n	26	24	50
	%	4.7%	6.4%	5.4%
Indiana	n	11	5	16
	%	2.0%	1.3%	1.7%
Iowa	n	4	4	8
	%	0.7%	1.1%	0.9%
Kansas	n	11	4	15
	%	2.0%	1.1%	1.6%
Kentucky	n	8	4	12
	%	1.4%	1.1%	1.3%
Louisiana	n	6	3	9
	%	1.1%	0.8%	1.0%
Maine	n	1	3	4
	%	0.2%	0.8%	0.4%
Maryland	n	15	6	21
	%	2.7%	1.6%	2.3%
Massachusetts	n	6	4	10
	%	1.1%	1.1%	1.1%
Michigan	n	14	20	34
	%	2.5%	5.3%	3.7%
Minnesota	n	9	11	20
	%	1.6%	2.9%	2.2%
Mississippi	n	2	5	7
	%	0.4%	1.3%	0.8%
Missouri	n	14	16	30
	%	2.5%	4.3%	3.2%
Montana	n	2	2	4
	%	0.4%	0.5%	0.4%
Nebraska	n	4	1	5
	%	0.7%	0.3%	0.5%

State	Sample	Small Businesses	Home-Based Businesses	Total
Nevada	n	6	0	6
	%	1.1%	0.0%	0.6%
New Hampshire	n	0	2	2
	%	0.0%	0.5%	0.2%
New Jersey	n	10	10	20
	%	1.8%	2.7%	2.2%
New Mexico	n	5	4	9
	%	0.9%	1.1%	1.0%
New York	n	22	10	32
	%	4.0%	2.7%	3.4%
North Carolina	n	19	12	31
	%	3.4%	3.2%	3.3%
North Dakota	n	0	4	4
	%	0.0%	1.1%	0.4%
Ohio	n	21	11	32
	%	3.8%	2.9%	3.4%
Oklahoma	n	7	2	9
	%	1.3%	0.5%	1.0%
Oregon	n	13	9	22
	%	2.4%	2.4%	2.4%
Pennsylvania	n	25	20	45
	%	4.5%	5.3%	4.8%
Rhode Island	n	1	1	2
	%	0.2%	0.3%	0.2%
South Carolina	n	10	6	16
	%	1.8%	1.6%	1.7%
South Dakota	n	3	1	4
	%	0.5%	0.3%	0.4%
Tennessee	n	12	9	21
	%	2.2%	2.4%	2.3%
Texas	n	40	35	75
	%	7.2%	9.3%	8.1%
Utah	n	2	2	4
	%	0.4%	0.5%	0.4%
Vermont	n	3	0	3
	%	0.5%	0.0%	0.3%
Virginia	n	13	8	21
	%	2.4%	2.1%	2.3%
Washington	n	9	2	11
	%	1.6%	0.5%	1.2%
West Virginia	n	5	4	9
	%	0.9%	1.1%	1.0%
Wisconsin	n	15	6	21
	%	2.7%	1.6%	2.3%
Wyoming	n	1	0	1
	%	0.2%	0.0%	0.1%
Total	n	553	376	929

1 **6.2.3 National Accounts Sampling**

2 The Postal Service provided the current (as of August 17, 2009) universe (N = 236) of
3 National Accounts from CBCIS. Nine cases were removed because the phone number
4 was invalid or they were on ORC International's do-not-call list, leaving a population of 227
5 National Accounts. Every effort was made to maximize use of this sample including
6 looking up alternative telephone numbers and identifying multiple individuals at an account
7 who could be interviewed.

8 Given the small number of National Accounts and their high volumes, efforts were made to
9 maximize the number of completed surveys and the amount of data collected from them.
10 Respondents were asked to provide data for all applications and products over which they
11 had responsibility. A total of 28 interviews were completed. We used interviews
12 completed with 26 respondents at 26 unique National Accounts. (Section 6.2.7 provides
13 information on how data were reviewed and the two cases that were dropped.)

14 Interviews were conducted by telephone. Respondents were first asked to identify all of
15 the applications for which they had knowledge or responsibility. Five respondents
16 provided data for a single application. The balance provided data for two or more
17 applications.

18

1 **Figure 10: Distribution of Number of Applications for Which Respondent Provided**
 2 **Volume Data**

Number of Applications Providing Volume Data For	Number of National Accounts
One	5
Two	2
Three	4
Four	8
Five	3
Six	2
Seven	0
Eight	2
Total Number of Applications with Volume	96

3 Figure 11 provides further information on the distribution of the applications for which
 4 National Accounts provided volume estimates.

5 **Figure 11: Applications for Which Volume Data was Provided—National Accounts**

Applications	Number of National Accounts
Bills, Invoices, Statements	18
Payments	13
Advertising or Marketing Materials	12
General Communications	13
Documents	16
Magazines	11
Newspapers	5
Newsletters	8
Total Number of Applications with Volume	96

6

7

Respondents then indicated all Postal Service products they used for each application and provided complete volume estimates. Figure 12 details the number of respondents providing data for each Postal Service product used (self-reported).

Figure 12: Number of National Accounts Using and Providing Data on Products

Number of National Accounts Using Product	
Single-Piece or Presort First-Class Mail	24
Presort First-Class Mail	24
Priority Mail	22
Express Mail	22
Regular or Nonprofit Standard Mail	17
Regular or Nonprofit Periodicals Mail	13

All National Accounts were included in the sample and we attempted to complete an interview with every account. Multiple attempts were made to schedule and complete an interview. While not all National Accounts completed a survey, there was no selection process or bias in how accounts were sampled. Therefore, weights were not required.

6.2.4 Premier Accounts Sampling

The Postal Service provided the current (as of August 17, 2009) universe of Premier Accounts from CBCIS (N = 24,754) of which 9,697 elements were identified as having a working telephone number (provided by USPS or looked up by ORC).

A total of 429 interviews were completed by telephone. We used interviews completed with 416 respondents. (Section 6.2.7 provides information on how data was reviewed and why some cases were dropped.)

Only one person at any single Premier Account was interviewed. Because these are large companies and responsibility for different applications and products is usually vested in different individuals, respondents were asked about the specific applications for which each had responsibility.

1 **Figure 13: Distribution of Number of Applications for Which Premier Accounts**
 2 **Provided Volume Data**

Number of Applications Providing Volume Data For	Number of Premier Accounts
One	73
Two	66
Three	56
Four	69
Five	74
Six	40
Seven	27
Eight	11
Total Number of Applications with Volume	1,536

3 Figure 14 provides further information on the distribution of applications for which
 4 Preferred Account respondents provided volume estimates.

5 **Figure 14: Applications for Which Volume Data was Provided—Premier Accounts**

Applications	Number of Premier Accounts
Bills, Invoices, Statements	307
Payments	235
Advertising or Marketing Materials	206
General Communications	265
Documents	238
Magazines	93
Newspapers	43
Newsletters	149
Total Number of Applications with Volume	1,536

Respondents then indicated all Postal Service products they used for each application and provided complete volume estimates. Figure 15 details the number of Premier Accounts providing data for each Postal Service product used (self-reported) in the past 12 months.

Figure 15: Number of Premier Accounts Using and Providing Data on Products

Number of Premier Accounts Using Product	
Single-Piece or Presort First-Class Mail	406
Priority Mail	384
Express Mail	384
Regular or Nonprofit Standard Mail	258
Regular or Nonprofit Periodicals Mail	184

As with National Accounts, there was nothing in the sample plan that introduced any form of selection bias. As a result, no weighting is required.

6.2.5 Preferred Accounts Sampling

The Postal Service provided the current (as of August 17, 2009) universe from CBCIS of Preferred Accounts (N = 3,364,503) from which ORC drew a sample of 18,612 elements. Sampling was done in two phases:

- We began by interviewing a random sample of 288 Preferred Accounts.
- To ensure adequate representation for users of low-incidence products (Express, Periodical, and Standard Mail), we interviewed a supplemental sample (n = 146) of Preferred Accounts known to be users of those products (based on the volume data in CBCIS). This over-sampling ensured adequate representation for calculation of volume estimates or changed in volume at the individual product level.

Interviews were conducted by telephone. A total of 434 interviews were completed with Preferred Accounts. After reviewing the data in accordance with the cleaning rules detailed in Section 6.2.7, a total of 414 completed surveys were used in the analysis.

Since these are small companies, one decision maker could typically speak for all applications and products used by the company. Therefore, each respondent was asked about all applications and products used or for which the respondent reported being responsible.

1 Figure 16 provides details as to the number of applications for which a respondent
 2 provided volume estimates.

3 **Figure 16: Distribution of Number of Applications for Which Preferred Accounts**
 4 **Provided Volume Data**

Number of Applications Providing Volume Data For	Number of Preferred Accounts
One	63
Two	81
Three	68
Four	95
Five	72
Six	27
Seven	7
Eight	1
Total Number of Applications with Volume	1,388

5 Figure 17 provides further information on the distribution of the applications for which
 6 Preferred Accounts provided volume estimates.

7 **Figure 17: Applications for Which Volume Data was Provided—Preferred Accounts**

Applications	Number of Preferred Accounts
Bills, Invoices, Statements	295
Payments	263
Advertising or Marketing Materials	131
General Communications	251
Documents	238
Magazines	30
Newspapers	29
Newsletters	151
Total Number of Applications with Volume	1,388

8 Respondents then indicated all Postal Service products they used for each application and
 9 provided complete volume estimates. Figure 18 details the number of Premier Accounts
 10 providing volume estimates data for each Postal Service product used (self-reported).

1 **Figure 18: Number of Preferred Accounts Using and Providing Data on Products**

	Number of Preferred Accounts Using Product
Single-Piece or Presort First-Class Mail	404
Priority Mail	375
Express Mail	375
Regular or Nonprofit Standard Mail	233
Regular or Nonprofit Periodicals Mail	170

2 As with National Accounts, nothing in the sample plan introduced any form of selection
 3 bias. As a result, no weighting is required.

4 ***6.2.6 Small and Home-Based Business Sampling***

5 Small and home-based businesses were surveyed online. Businesses of this size are
 6 very difficult and expensive to reach through traditional telephone interviewing. They are
 7 often more willing to respond to an online survey that allows them to complete the survey
 8 at a time convenient to their extended work hours. Providing an online survey
 9 methodology to reach this business segment represented the most efficient and
 10 economical methodology.

11 Respondents were recruited from panels provided by EMI, Inc., a leading provider of
 12 online research products and solutions. EMI is a network of panels rather than a single
 13 panel provider. Their partner panels go through a strict assessment process with each
 14 evaluated on a variety of topics such as recruitment, profiling, panel management, costs,
 15 customer service, and so forth. Panels become EMI partners only if they pass this strict
 16 vetting process. For each study, EMI selects the best panel partner to meet the specific
 17 objectives and required outcomes for a study.

18 To ensure that the sample for this segment did not duplicate companies in the National,
 19 Preferred, and Premier Account samples, questions in the survey were used to screen out
 20 the following:

- 21 • Companies that pay for postage via postage meter, permit imprint, pre-cancelled
 22 stamps, or an Express Mail corporate account
- 23 • Respondents that reported use of Standard Mail or Periodicals Mail

Because of these businesses' modest size, a single decision maker in the company could typically speak for all applications and products used by the company. Therefore, each respondent was asked to provide input on all applications for which the respondent had knowledge and the products or methods used to send these applications.

A total of 600 interviews were completed with small businesses and 405 interviews were completed with home-based businesses meeting the qualifications described above. Small businesses were sampled at a greater rate than home-based businesses as they are typically larger and it was expected that there would be greater variability in their data. This data was reviewed in accordance with cleaning standards described in detail in the next section (6.2.7). This resulted in a total of 553 small businesses and 376 home-based businesses providing data on up to three Postal Service products used by each business.

Figure 19: Small and Home-Based Businesses Sampling

Type of Business	Completed Number of Surveys	Surveys used After Cleaning
Small Businesses	600	553
Home-Based Businesses	405	376
Total	1,005	929

Respondents could provide volume data for up to six business applications. Figure 20 provides details as to the number of applications for which a respondent provided volume estimates.

1 **Figure 20: Distribution of Number of Applications for Which Small and Home-Based**
2 **Businesses Provided Volume Data**

Number of Applications Respondents Volume Data For	Small Businesses	Home-Based Businesses
One	87	84
Two	117	110
Three	129	77
Four	124	55
Five	61	37
Six	35	13
Total Number of Applications with Volume	1,719	1,018

3 Figure 21 provides further information on the distribution of the applications for which
4 Preferred Accounts provided volume estimates.

5 **Figure 21: Applications for Which Volume Data was Provided—Preferred Accounts**

Applications	Small Businesses	Home-Based Businesses
Bills, Invoices, Statements	406	238
Payments	409	234
Advertising or Marketing Materials	194	124
General Communications	321	190
Documents	311	179
Newsletters	78	53
Total Number of Applications with Volume	1,719	1,018

6 Respondents then indicated all Postal Service products they used for each application and
7 provided complete volume estimates. Figure 22 details the number of small and home-
8 based businesses providing volume data for each Postal Service product.

9

1 **Figure 22: Small and Home-Based Business Sampling**

Type of Business	Small Businesses	Home-Based Businesses
First Class Mail	551	373
Priority Mail	551	373
Express Mail	551	373

2 There was no specific selection procedure for home-based businesses beyond the
3 screening criteria described earlier. Little data on home-based businesses beyond their
4 percentage relative to small businesses exists. Since data for home-based and small
5 businesses are not aggregated, no weights were applied to home-based businesses.

6 While no screening for small businesses beyond that described earlier was undertaken, a
7 comparison of the distribution of businesses represented (by number of employees)
8 compared to known business data¹ suggested that weights should be applied to
9 appropriately represent businesses according to their actual incidence in the population.
10 Figure 23 details the weighting for small businesses.

11 **Figure 23: Weighting – Small Business Sample**

Number of Employees	% in Population*	% in Sample	Weight
1 – 4	59.7%	56.1%	1.06548
5 – 9	17.6%	18.6%	0.94746
10 – 19	10.9%	9.9%	1.09190
20 - 99	11.8%	15.4%	0.76540
Weight = % in Population / % in Sample			

12 **6.2.7 Data Cleaning**

13 In accordance with standard marketing research practices, respondents were removed
14 from the dataset if their responses were incomplete, clearly illogical or inconsistent. Data
15 cleaning followed these steps:

¹ U.S. Census: <http://www.census.gov/econ/smallbus.html>

- 1 • All volume data was reviewed for relative consistency across the three periods.
2 Any case where large increases or decreases in volume were reported between
3 periods was reviewed to ensure that the denomination was recorded correctly.
4 Obvious errors were corrected. For example, in one instance a respondent
5 reported a volume level of 2,000 for one time period and in another instance
6 25,000. The latter was corrected to 2,500 or the former to 20,000 depending on
7 other volume figures reported or responses to subsequent open-ended questions.
8 In some instances, volume data was completely inconsistent across the three
9 periods leaving no basis for correction. These cases were dropped from the
10 analysis, including: 2 National Accounts, 1 Premier Account, 11 Preferred
11 Accounts, 35 Small Businesses, and 20 Home-Based Businesses.
- 12 • Any respondent reporting zero mail volume (*i.e.*, no First-Class Mail, Priority Mail, or
13 Express Mail) for 2012 before reading the proposed service change was dropped;
14 these included: 0 National Accounts, 12 Preferred Accounts, 9 Preferred Accounts,
15 12 Small businesses, and 9 Home-Based businesses.
- 16 • Some respondents gave a “don’t know” response to the likelihood they would
17 change their volume or the way in which they send their mail. These cases were
18 assigned a 100 percent likelihood that they would change that behavior. In
19 addition, some respondents gave a “don’t know” response to the percentage of the
20 increase or decrease in mail volume they reported if changes to First-Class Mail
21 service standards were implemented. In this latter instance, any reported increase
22 or decrease in mail volume was assumed to be 100 percent attributable to the
23 change in First-Class Mail service standards.

24 Figure 24 summarizes the number of surveys originally completed and the number
25 dropped as a result of these cleaning rules.

1 **Figure 24: Sample Sizes and Number of Sample Elements Included in Forecasts**
 2 **Following Data Cleaning Process**

<i>Business Segment</i>	<i>Number of Interviews Completed</i>	<i>Number of Interviews Included in Forecasts After Cleaning</i>
National Accounts	28	26
Premier Accounts	429	416
Preferred Accounts	434	414
Small Businesses	600	553
Home-Based Businesses	405	376
Total	1,896	1,785

3 Respondents were asked to provide volume estimates when they had specific knowledge
 4 about those applications. In some instances the estimates (based on volume per month)
 5 constituted outliers that were inconsistent with industry knowledge. This would have led to
 6 their exclusion as unreliable estimates, a misinterpretation of the question, or a potential
 7 data entry error. For this purpose, maximum volume limits were established so that any
 8 estimate in excess of the cap was coded at the maximum.

9 Figure 25 summarizes the maximum volume limits that were applied and the number of
 10 cases affected.

11 **Figure 25: Volume Caps by Application by Segment**

Segment	Application	Annual Volume Cap	# of Cases above cap
National	All applications	no cap	
Premier	Bills, Invoices, or Statements	10,000,000	4
Premier	Payments	500,000	10
Premier	Documents	480,000	22
Premier	Newsletters	3,000,000	6
Preferred	Bills, Invoices, or Statements	500,000	0
Preferred	Payments	25,000	8
Preferred	General Communications	500,000	0
Preferred	Documents	100,000	4
Preferred	Magazines	500,000	1
Preferred	Newspapers	1,000,000	0
Preferred	Newsletters	500,000	0

Segment	Application	Annual Volume Cap	# of Cases above cap
Small Business	Bills, Invoices, or Statements	120,000	0
Small Business	Payments	120,000	0
Small Business	Advertising or Marketing Materials	500,000	0
Small Business	General Communications	100,000	0
Small Business	Documents	100,000	0
Home-based business	Bills, Invoices, or Statements	500,000	0
Home-based business	Payments	15,000	1
Home-based business	General Communications	140,000	0

1 **6.3 Consumer Survey Methodology**

2 ***6.3.1 Consumer Questionnaire***

3 Respondents were initially screened to ensure that they were the individuals in their
4 households with primary responsibility for handling the receipt, sorting, and other
5 management of household mail. In addition, they were asked about the mail volume sent.
6 To qualify, respondents had to send at least one piece of mail monthly.

7 Qualified respondents were asked if they mailed payments, correspondence, and
8 documents. For each application they mailed, respondents were asked to provide an
9 estimate of their 2011 volume and to allocate that volume to the three primary consumer
10 products: First-Class Mail, Priority Mail, and Express Mail. They were next asked to
11 provide an estimate as to their 2012 volume for each application and the allocation of that
12 volume across products.

13 They were then read a description of the proposed new First-Class Mail service standards.
14 A copy of the description appears in the consumer questionnaire, Appendix F.

15 The likelihood of change questions followed. Respondents were asked the likelihood that
16 a change to First-Class Mail service standards would change their mail volume sent.
17 Respondents provided a separate rating of the likelihood that the service standards
18 change would change how they send mail. For both questions, respondents used the
19 previously described 11-point scale where “0” represented “extremely unlikely to change
20 volume / how mail is sent” and “10” represented “extremely likely to change.”

21 Consumers who indicated that they would change the volume or the way in which they
22 sent a specific application were then asked to quantify or describe those changes in terms

of the volume of mail they would send or how they would send that mail. Respondents were given their original responses as reference points.

6.3.2 Consumer Sampling

Consumers were interviewed by telephone using ORC's CARAVAN® Telephone Omnibus Survey product. The Postal Service uses this product regularly: it was first presented to the Postal Rate Commission in 1997 (PRC Docket No. R97-1) by the testimony of Dr. Timothy Ellard (USPS-RT-14). Most recently it was described to the Commission by my testimony in PRC Docket No. N2010-1 (USPS-T-8 at 27-28, 186-89.)

CARAVAN®'s Telephone Omnibus is a multi-client national telephone study conducted twice each week among a random sample of 1,000 adults. CARAVAN® has been used extensively by the Postal Service since 2004 and has been documented as being a reliable and efficient methodology to reach consumer households. In the past two years, the CARAVAN® Telephone Omnibus methodology has been updated to address concerns with coverage resulting from the increase in cell phone-exclusive households.

Each of CARAVAN®'s two weekly samples is comprised of 1,000 adults 18 years of age and older living in private households within the continental United States. Half of the respondents are male, half are female. The CARAVAN® sample uses a dual-frame sample consisting of an unrestricted random-digit dial (RDD) sampling procedure that minimizes serial bias and includes both unlisted and listed landline telephone numbers and a random sample of cell phone numbers. Those reached by cell phone are interviewed if they indicate that they only have a cell phone or primarily use their cell phone. The CARAVAN® sampling methodology is explained in Appendix G. Only one interview is conducted per household. The sample is fully replicated and stratified by region, and projects to the national level with a confidence level of 95 percent. The telephone numbers selected are subject to a maximum of four attempts to complete an interview.

The interviewing period is from Thursday to Sunday (CARAVAN® A) and Friday to Monday (CARAVAN® B). Interviewers are fully briefed and trained prior to each wave. A team of quality assurance individuals monitors the study during the field period.

Two waves of CARAVAN® were used to obtain an adequate number of surveys to provide a reliable estimate of the impact the change to First-Class Mail standards would have on

the volume of mail sent by U.S. households. Because CARAVAN® interviewing is limited to the continental United States, supplemental interviewing during the second week was conducted in Alaska and Hawaii.

When respondents on the phone reached the Postal Service section of the survey, they were screened to determine if they met specific criteria for the Postal Service questions. First, respondents were screened to determine that they were the individual in the household with the primary responsibility for handling the receipt, sorting, and other tasks related to that household's mail. All households included had to send at least one piece of First-Class Mail monthly. Finally, an industry screen was used to screen out anyone who worked in marketing research, advertising or public relations, or mailing or small package shipping services. Figure 26 summarizes the total number of contacts and screen-outs leading to the final sample size of 1,007 completed interviews.

Figure 26: Consumer Sample Screening

	n (landline)	n (cell)	n (total)	Total Percent
Not responsible for mail	397	151	548	26%
Do not send mail monthly	260	109	369	18%
Industry screener	111	38	149	7%
Total Screen-outs	768	298	1,066	51%
Completes	808	199	1,007	49%

Figure 27 breaks out interviewees by the number of mail pieces sent per week or month (light = 1-3 pieces per month; moderate = 1-2 pieces per week; and heavy = 3 or more pieces per week).

Figure 27: Volume of First-Class Mail Sent in Typical Week or Month

Pieces of FCM Sent	Number in Sample (n)	% of Sample
1 to 3 Pieces / Month	207	21%
1 to 2 Pieces / Week	482	48%
3 or More Pieces / Week	318	32%

Figure 28 illustrates how respondents were recruited, broken down by recruiting week and use of landline versus cell telephones; respondents from Hawaii and Alaska, all of whom used landlines, are also shown as part of the sample. Twenty percent of respondents use cell phones primarily or exclusively.

Figure 28: Consumer Sampling

Wave	Landline	Cell Phone	Total
Week 1	430	97	527
Week 2	378	102	480
Alaska	10	0	10
Hawaii	11	0	11
Total	808	199	1,007

Figure 29 breaks out respondents by state, showing both counts and percentages. Households in all states and the District of Columbia are represented in the final sample.

Figure 29: States Represented in Final Consumer Sample

State	Number in Sample (n)	% of Sample
Alabama	16	1.6
Alaska	10	1.0
Arizona	14	1.4
Arkansas	10	1.0
California	98	9.7
Colorado	18	1.8
Connecticut	5	0.5
Delaware	1	0.1
District of Columbia	4	0.4
Florida	58	5.8
Georgia	37	3.7
Hawaii	11	1.1
Idaho	6	0.6
Illinois	31	3.1
Indiana	24	2.4
Iowa	10	1.0
Kansas	6	0.6
Kentucky	9	0.9
Louisiana	15	1.5
Maine	5	0.5
Maryland	13	1.3
Massachusetts	18	1.8
Michigan	32	3.2
Minnesota	18	1.8

State	Number in Sample (n)	% of Sample
Mississippi	11	1.1
Missouri	18	1.8
Montana	6	0.6
Nebraska	6	0.6
Nevada	11	1.1
New Hampshire	9	0.9
New Jersey	20	2.0
New Mexico	12	1.2
New York	50	5.0
North Carolina	34	3.4
North Dakota	2	0.2
Ohio	54	5.4
Oklahoma	17	1.7
Oregon	17	1.7
Pennsylvania	63	6.3
Rhode Island	6	0.6
South Carolina	16	1.6
South Dakota	3	0.3
Tennessee	22	2.2
Texas	63	6.3
Utah	10	1.0
Vermont	8	0.8
Virginia	26	2.6
Washington	22	2.2
West Virginia	7	0.7
Wisconsin	23	2.3
Wyoming	2	0.2
Total	1,007	100.0

- 1 Respondents provided volume estimates on up to three applications. Figure 30 displays
- 2 the distribution of how many applications for which respondents could provide volume.

3 **Figure 30: Distribution of Number of Applications for Which Respondent Provided**

4 **Volume Data**

Number of Applications Providing Volume Data For	Number of Consumers
None	39
One	253
Two	416
Three	299
Total Number of Applications with Volume	1,982

- 5 Figure 31 provides further information on the distribution of application types for which
- 6 volume estimates were provided.

1 **Figure 31: Applications for Which Volume Data was Provided**

Applications	Number of Consumers
Payments	852
Correspondence	726
Documents	404
Total Number of Applications with Volume	1,982

2 We used interviews completed with 867 respondents for the forecasts. These 867
3 consumers provided volume estimates for all time periods: 2011, 2012 estimated, and
4 2012 estimated after changes to First-Class Mail service standards. Section 6.3.5, which
5 follows below, explains why certain respondents were dropped to arrive at the final total.)

6 **6.3.5 Data Cleaning**

7 Consumer data were carefully reviewed as follows:

- 8 • Respondents were asked to provide annual volume estimates. In some instances,
9 they provided a monthly estimate and relied on the interviewer to do the calculation
10 to make it an annual estimate. Those data points that were clearly monthly
11 estimates (e.g., 1 payment per month) were converted to annual estimates by
12 multiplying them by 12.
- 13 • Thirty-nine cases were dropped from the volume calculations as they indicated they
14 had zero volume for all applications, or for all Postal Service products. See Figure
15 30, line 1, *supra*.
- 16 • Three cases were deleted because volume data provided for the respective time
17 periods were too inconsistent or because volumes were greater than what would be
18 typical for a consumer household. For example, cases where volume changes
19 exceeded 100 percent were deemed unreliable and not utilized.
- 20 • Some respondents gave a “don’t know” response to the likelihood they would
21 change their volume or in how they would send their mail. These cases were
22 assigned a 100 percent likelihood that they would change that behavior. In
23 addition, some respondents gave a “don’t know” response to the percentage of the
24 increase or decrease in mail volume they reported if changes to First-Class Mail

service standards were implemented. In this latter instance, any reported increase or decrease in mail volume was assumed to be 100 percent attributable to the change in First-Class Mail service standards.

6.3.5 Weighting

Data were weighted to ensure that results represented all households in the United States:

$$(\text{Cell} \mid \text{Landline}) * (\text{AK} \mid \text{HI} \mid \text{Contig48})$$

We first weighted by mode: cell phone versus landline. A dual-frame approach is used and weights are based on National Center for Health Statistics (NCHS) estimates.² All respondents were allocated to one of four Landline / Cellphone household groups: landline only, dual households, cellphone mostly, cellphone only. The respective weights shown in Figure 32 are calculated for all households, excluding the AK / HI supplement.

Figure 32: Consumer Sample Weighting for Cellphone and Landlines

	NCHS 2010	Sample	Weight
Landline Only	12.9%	18.2%	0.7077
Dual Households	44.6%	54.7%	0.7625
Cellphone Mostly	15.9%	13.7%	1.1499
Cellphone Only	26.6%	13.4%	2.2112

After application of the landline / cellphone weights, we weight to account for the actual household proportions for the contiguous United States, Alaska, and Hawaii in Figure 33.

Figure 33: Consumer Sampling Weighting for Location

	Sample	Households*	Target	Weight**
Contiguous US	98.3%	112,611,029	99.4%	1.0115
Alaska	0.8%	234,779	0.2%	0.2519
Hawaii	0.9%	437,976	0.4%	0.4283

* Census source: U.S. Census Bureau: State and County QuickFacts

** Weight is computed: Sample Percent / Target Percent

² Blumberg SJ, Luke JV. Wireless substitution: Early release of estimates from the National Health Interview Survey, July-December 2010. National Center for Health Statistics. June 2011. Available from: <http://www.cdc.gov/nchs/nhis.htm>.

Final weight is the regional weight compounded by the landline / cellphone weights to give a Final Weight. Each respondent has a unique weight.

6.4 Volume Forecast Calculations

The primary deliverables from the quantitative research are forecasts of how the change to First-Class Mail service standards would affect use of Postal Service products. Separate forecasts, presented as the percentage change in volume, were developed for each applicable product within each of the six segments.

6.4.1 Likelihood of Changing Volume or Distribution of Mail

All forecasts are based in part on the stated probability respondents would (1) change the volume of mail they would send if proposed changes to First-Class Mail were in place or (2) would change how they would send items. Respondents gave a response to each question using an 11-point scale ranging from “0” meaning “not at all likely to change stated behavior” to “10” meaning “extremely likely to change stated behavior.” For each respondent, the maximum likelihood that they would change their behavior was used. For example, if a respondent said the likelihood they would change the volume of mail they would send was an “8” and the likelihood they would change the way they send their mail was a “5,” the “8” value was used.

This value was converted to a probability scale ranging from 0 to 100 percent where “0” represents a “0% probability that they will change their behavior to the reported levels” and “100” means a “100% probability that they will change their behavior to the reported levels.” This scale was used because it can be easily converted to a probability scale that reliably measures the relationship between intentions and actual behavior. The use of a probability scale such as this (often referred to as the Juster Purchase Probability Scale) is widely used and is supported by extensive research³ as well as rebuttal testimony to the Postal Regulatory Commission by Dr. Peter Boatwright⁴. As respondents were asked two questions, the maximum probability that they would change their behavior is used in the forecast calculations.

³ Mike Brennen, “The Juster Purchase Probability Scale: A Bibliography,” Marketing Bulletin, 2004, 15, http://marketing-bulletin.massey.ac.nz/V15/MB_V15_B1_Brennan.pdf.

⁴ PRC Docket No. N2010-1 (USPS-RT-1 at 13 - 18.)

1 Figures 34-39, below, present the the probabilities of changing each type of behavior
 2 (volume or use of products), and the distribution of the maximum likelihood used in the
 3 forecasts, for each of the six customer segments (National Accounts, Premier Account,
 4 Preferred Accounts, Small Business, Home-Based Business, and Consumers),
 5 respectively.

6 **Figure 34: Likelihood of Changing Behavior—National Accounts**

<i>Likelihood Scale</i>	<i>% Change Volume</i>	<i>% Change Way Send Mail</i>	<i>Probability Scale</i>	<i>Maximum Likelihood of Change</i>
10 – Extremely Likely	3.8%	11.5%	100%	11.5%
9			90%	
8	7.7%	3.8%	80%	7.7%
7		7.7%	70%	7.7%
6	7.7%		60%	
5		3.8%	50%	3.8%
4		7.7%	40%	7.7%
3	7.7%	3.8%	30%	3.8%
2	19.2%	11.5%	20%	15.4%
1	7.7%	7.7%	10%	7.7%
0 – Not At All Likely	46.2%	42.3%	0%	34.6%

7 **Figure 35: Likelihood of Changing Behavior—Premier Accounts**

<i>Likelihood Scale</i>	<i>% Change Volume</i>	<i>% Change Way Send Mail</i>	<i>Probability Scale</i>	<i>Maximum Likelihood of Change</i>
10 – Extremely Likely	5.3%	5.8%	100%	8.7%
9	0.2%	1.0%	90%	1.0%
8	4.1%	2.6%	80%	4.3%
7	3.4%	3.6%	70%	4.6%
6	2.9%	4.3%	60%	4.3%
5	6.5%	7.5%	50%	7.0%
4	2.6%	4.3%	40%	3.6%
3	4.6%	5.8%	30%	5.3%
2	8.7%	9.4%	20%	9.4%
1	6.5%	6.5%	10%	5.8%
0 – Not At All Likely	55.3%	49.3%	0%	46.2%

1 **Figure 36: Likelihood of Changing Behavior—Preferred Accounts**

<i>Likelihood Scale</i>	<i>% Change Volume</i>	<i>% Change Way Send Mail</i>	<i>Probability Scale</i>	<i>Maximum Likelihood of Change</i>
10 – Extremely Likely	6.8%	4.3%	100%	7.7%
9	0.2%	0.2%	90%	0.5%
8	1.9%	1.7%	80%	2.2%
7	1.4%	2.9%	70%	2.4%
6	2.4%	3.6%	60%	4.1%
5	5.1%	5.3%	50%	5.3%
4	2.9%	2.7%	40%	2.2%
3	3.1%	4.1%	30%	3.1%
2	9.7%	8.2%	20%	9.2%
1	6.3%	9.7%	10%	8.9%
0 – Not At All Likely	60.1%	57.2%	0%	54.3%

2 **Figure 37: Likelihood of Changing Behavior—Small Businesses**

<i>Likelihood Scale</i>	<i>% Change Volume</i>	<i>% Change Way Send Mail</i>	<i>Probability Scale</i>	<i>Maximum Likelihood of Change</i>
10 – Extremely Likely	5%	5%	100%	7%
9	3%	2%	90%	3%
8	4%	5%	80%	6%
7	4%	6%	70%	6^
6	5%	4%	60%	5%
5	13%	13%	50%	13%
4	4%	5%	40%	5%
3	6%	7%	30%	7%
2	9%	10%	20%	9%
1	9%	7&	10%	6%
0 – Not At All Likely	38%	36%	0%	33%

3

4

1 **Figure 38: Likelihood of Changing Behavior—Home-Based Businesses**

<i>Likelihood Scale</i>	<i>% Change Volume</i>	<i>% Change Way Send Mail</i>	<i>Probability Scale</i>	<i>Maximum Likelihood of Change</i>
10 – Extremely Likely	8%	6%	100%	9%
9	5%	4%	90%	5%
8	5%	3%	80%	6%
7	6%	7%	70%	7%
6	4%	5%	60%	6%
5	10%	12%	50%	11%
4	2%	2%	40%	1%
3	4%	4%	30%	5%
2	6%	6%	20%	7%
1	6%	7%	10%	5%
0 – Not At All Likely	45%	43%	0%	40%

2 **Figure 39: Likelihood of Changing Behavior—Consumers**

<i>Likelihood Scale</i>	<i>% Change Volume</i>	<i>% Change Way Send Mail</i>	<i>Probability Scale</i>	<i>Maximum Likelihood of Change</i>
10 – Extremely Likely	13.1%	9.1%	100%	15.5%
9	1.8%	1.4%	90%	2.0%
8	2.8%	2.9%	80%	3.1%
7	1.4%	1.2%	70%	1.5%
6	0.5%	0.7%	60%	0.4%
5	4.6%	5.4%	50%	5.4%
4	0.9%	2.0%	40%	1.4%
3	1.7%	2.1%	30%	1.8%
2	3.2%	2.7%	20%	3.0%
1	3.6%	3.9%	10%	3.8%
0 – Not At All Likely	66.5%	68.7%	0%	62.2%

3 In addition, if respondents indicated that their volume of mail for a specific application
 4 would increase or decrease if the proposed changes to First-Class Mail service standards
 5 are instituted, they were asked the percentage of that increase or decrease that is solely
 6 attributable to the proposed changes in service.

6.4.2 Forecast Calculations

For all segments, volume for the use of each product for each applicable application was computed at the respondent level for the two conditions—estimated 2012 volume under current standards and estimated 2012 volume if proposed changes to First-Class Mail are in effect. For each scenario, respondents were asked what percentage of their mail was sent via each postal product. These percentages were then multiplied by the total volume for the corresponding scenario to determine the volume for each product. For example, if a respondent estimated they would send a total of 100,000 unique pieces of mail in 2012, 80 percent via First-Class Mail and the remaining 20 percent via Priority Mail, the volume per product would be calculated as shown in Figure 40:

Figure 40: Example of Volume Calculation by Product

Product	% Allocation	Total Volume	Total Pieces
First Class Mail	80	100,000	80,000
Priority Mail	20		20,000
Total	100		100,000

The difference between the estimates of 2012 volume if the change to First-Class Mail standards are in place and the estimated volume under the current standards is multiplied by the percentage of the increase or decrease in volume that is solely attributable to changes in the First-Class Mail service standards and stated probability that household or business would change the way in which they send or how they would send their mail if service changes are implemented, and the result was added back to respondents' estimates of 2012 volume. This was done at the application level and then allocated to each product according to the percentage of total volume that would be sent using each product if changes to FCM service standards are implemented.

1 Figure 41: Example of Calculating Volume Change

Estimated 2012 Volume Using First-Class Mail	Estimated 2012 Using First-Class Mail if Revised FCM Standards Had Been in Place	% of Increase / Decrease in Volume Solely Attributable to Change to FCM Standards	Probability of Change (0–100 scale)	Adjusted Volume of First-Class Mail if FCM Standards Changes are Implemented*
100,000	90,000	50%	50%	97,500

* $(90,000 \text{ pieces of First-Class Mail After Change} - 100,000 \text{ pieces of First-Class Mail Before Change}) \times (.5) \times .5 + 100,000 \text{ pieces of FCM Before Change} = 97,500 \text{ pieces of First-Class Mail if changes to First-Class Mail if changes to service standards are implemented.}$

2 The total volume for each Postal Service product was then computed by summing the
3 volume for each application.

4 All analysis was done using SPSS (originally, Statistical Package for the Social Sciences),
5 one of the most widely used programs for statistical analysis in social science. The
6 datasets used for analysis are included in library reference USPS-LR-N2012-1/26.

7 The final forecasts were calculated based on the sum of the volume across all
8 respondents in the applicable segment of the measures described above. In addition, the
9 percentage change attributable to the change in First-Class Mail service standards was
10 computed.

11 • *Adjusted % Change Attributable to Switch as Percentage of Estimated 2012*
12 *Volume* = (Adjusted Volume if Changes to FCM Service Standards Implemented –
13 Estimated 2012 Volume Before Changes to Service Standards Were Mentioned) /
14 Estimated 2012 Volume Before Changes to Service Standards Were Mentioned

15 These calculations resulted in forecasts for each segment, as reflected, respectively, in
16 Figures 42-47 below:

17

1 **Figure 42: National Accounts Volume Forecasts**

Product	Total Volume Sent – Current FCM Standards (A)	Total Volume Sent – New Standards Adjusted (B)	Change in Volume (C)	% Change in Volume (D)
First-Class Mail	86,564,390	86,454,268	(110,122)	-0.13%
Pre-Sort First Class	183,945,458	183,855,481	(89,977)	-0.05%
Priority Mail	43,652	44,777	1,125	2.58%
Express Mail	14,151	13,025	(1,126)	-7.96%
Regular Periodicals	846,253,500	842,753,500	(3,500,000)	-0.41%
Not-For-Profit Periodicals	63,750,000	63,750,000	No change	0.00%
Regular Standard Mail	1,380,048,000	1,380,048,000	No change	0.00%
Not-for-Profit Standards Mail	140,592,000	140,592,000	No change	0.00%
Total Mail Volume	2,701,211,150	2,697,511,050	(3,700,100)	-0.14%
<i>(A) Sum of number of pieces sent in past 12 months (existing standards) by product across all applications</i>				
<i>(B) Sum of number of pieces would have sent in past 12 months (new standards) by product adjusted based on stated likelihood of changing behavior (volume and/or way send)</i>				
<i>(C) Column B – Column A</i>				
<i>(D) (Column B – Column A) / Column A</i>				

2 **Figure 43: Premier Accounts Volume Forecasts**

Product	Total Volume Sent – Current FCM Standards (A)	Total Volume Sent – New Standards Adjusted (B)	Change in Volume (C)	% Change in Volume (D)
First-Class Mail	295,033,114	294,461,161	(571,953)	-0.19%
Pre-Sort First Class	271,537,055	267,755,785	(3,781,270)	-1.39%
Priority Mail	10,303,974	10,555,032	251,058	2.44%
Express Mail	2,928,573	3,228,067	299,493	10.23%
Regular Periodicals	51,418,380	50,798,753	(619,627)	-1.21%
Not-For-Profit Periodicals	26,701,270	23,784,243	(2,917,027)	-10.92%
Regular Standard Mail	638,154,080	637,455,884	(698,196)	-0.11%
Not-for-Profit Standards Mail	62,996,490	57,653,139	(5,343,351)	-8.48%

Product	Total Volume Sent – Current FCM Standards (A)	Total Volume Sent – New Standards Adjusted (B)	Change in Volume (C)	% Change in Volume (D)
Total Mail Volume	1,359,072,937	1,345,692,063	(13,380,874)	-0.98%
<i>(A) Sum of number of pieces sent in past 12 months (existing standards) by product across all applications</i>				
<i>(B) Sum of number of pieces would have sent in past 12 months (new standards) by product adjusted based on stated likelihood of changing behavior (volume and/or way send)</i>				
<i>(C) Column B – Column A</i>				
<i>(D) (Column B – Column A) / Column A</i>				

1 Figure 44: Preferred Accounts Volume Forecasts

Product	Total Volume Sent – Current FCM Standards (A)	Total Volume Sent – New Standards Adjusted (B)	Change in Volume (C)	% Change in Volume (D)
First-Class Mail	4,640,578	4,426,738	(213,840)	-4.61%
Pre-Sort First Class	812,365	719,766	(92,599)	-11.40%
Priority Mail	111,954	96,491	(15,464)	-13.81%
Express Mail	27,226	25,029	(2,197)	-8.07%
Regular Periodicals	1,950,465	1,982,455	31,990	1.64%
Not-For-Profit Periodicals	639,630	491,590	(148,040)	-23.14%
Regular Standard Mail	1,767,328	1,684,185	(83,143)	-4.70%
Not-for-Profit Standards Mail	1,874,153	1,725,988	(148,165)	-7.91%
Total Mail Volume	11,823,699	11,152,242	(671,456)	-5.68%
<i>(A) Sum of number of pieces sent in past 12 months (existing standards) by product across all applications</i>				
<i>(B) Sum of number of pieces would have sent in past 12 months (new standards) by product adjusted based on stated likelihood of changing behavior (volume and/or way send)</i>				
<i>(C) Column B – Column A</i>				

2

3

1 **Figure 45: Small Businesses Volume Forecasts**

Product	Total Volume Sent – Current FCM Standards (A)	Total Volume Sent – New Standards Adjusted (B)	Change in Volume (C)	% Change in Volume (D)
First-Class Mail	1,369,902	1,361,138	(8,764)	-0.64%
Priority Mail	188,440	182,687	(5,753)	-3.05%
Express Mail	109,053	109,665	611	0.56%
Total Mail Volume	1,667,395	1,653,490	(13,905)	-0.83%
<i>(A) Sum of number of pieces sent in past 12 months (existing standards) by product across all applications</i>				
<i>(B) Sum of number of pieces would have sent in past 12 months (new standards) by product adjusted based on stated likelihood of changing behavior (volume and/or way send)</i>				
<i>(C) Column B – Column A</i>				

2 **Figure 46: Home-Based Businesses Volume Forecasts**

Product	Total Volume Sent – Current FCM Standards (A)	Total Volume Sent – New Standards Adjusted (B)	Change in Volume (C)	% Change in Volume (D)
First-Class Mail	354,188	354,480.83	293	0.08%
Priority Mail	58,315	53,832.19	(4,483)	-7.69%
Express Mail	45,224	43,618.06	(1,606)	-3.55%
Total Mail Volume	457,728	451,931.08	(5,796)	-1.27%
<i>(A) Sum of number of pieces sent in past 12 months (existing standards) by product across all applications</i>				
<i>(B) Sum of number of pieces would have sent in past 12 months (new standards) by product adjusted based on stated likelihood of changing behavior (volume and/or way send)</i>				
<i>(C) Column B – Column A</i>				

3 **Figure 47: Consumers Volume Forecasts**

Product	Total Volume Sent – Current FCM Standards (A)	Total Volume Sent – New Standards Adjusted (B)	Change in Volume (C)	% Change in Volume (D)
First-Class Mail	72,411	63,621	(8,790)	-13.82%
Priority Mail	4,291	3,526	(766)	-21.72%
Express Mail	2,953	2,532	(422)	-16.65%
Total Mail Volume	79,656	69,679	(9,977)	-14.32%
<i>(A) Sum of number of pieces sent in past 12 months (existing standards) by product across all applications</i>				
<i>(B) Sum of number of pieces would have sent in past 12 months (new standards) by product adjusted based on stated likelihood of changing behavior (volume and/or way send)</i>				
<i>(C) Column B – Column A</i>				

Appendix A: Focus Group Screeners

Part 1: Consumer Focus Groups Screener

Hello, my name is _____ and I am calling from [FACILITY NAME], an independent research firm. We are conducting a series of focus group discussions on behalf of the US Postal Service with people like yourself about some proposed changes to postal services.

Are you the person in your household who is primarily responsible for handling the receipt, sorting, and other tasks related to your household's mail?

☐ Yes – CONTINUE

☐ No – Ask to speak to that person – If not available schedule callback

Are you 18 years of age or older?

☐ Yes – CONTINUE

☐ No – TERMINATE

Does your household receive mail at your home or through a post office box?

☐ HOME – CONTINUE

☐ POST OFFICE BOX – AT LEAST 1 NO MORE THAN 2

We wish to talk with individuals during an informal **two-hour** group discussion. You will be given an honorarium in recognition of your participation. A light meal or refreshments will be provided. The groups are information-gathering sessions **only**. We are not selling anything. We simply want to know your opinions and I assure you that your individual responses will be kept completely confidential.

The discussion groups are taking place [INSERT DATE FROM GRID BELOW]. In order to confirm your attendance, I need to ask you a few questions.

<i>Location</i>	<i>Group</i>	<i>Date</i>	<i>Time</i>	<i>Incentive</i>	<i>Moderator</i>
DT Seattle	Moderate Income Consumer	8/9/2011	8:00 p.m.	\$100.00	Graham
Kirkland WA	High Income Consumer	8/10/2011	8:00 p.m.	\$100.00	Graham
Pocatello, ID	Low / Moderate Consumer	8/11/2011	5:30 p.m.	\$100.00	Becky
	Moderate / High Consumer	8/11/2011	8:00 p.m.	\$100.00	Becky
Chicago	Low Income Consumer	8/17/2011	6:00 p.m.	\$100.00	Graham
	Moderate Income Consumer	8/17/2011	8:00 p.m.	\$100.00	Graham
Atlanta	Low Income Consumer	8/18/2011	6:00 p.m.	\$100.00	Graham
	High Income Consumer	8/18/2011	8:00 p.m.	\$100.00	Graham
New York (Manhattan)	High Income Consumer	8/22/2011	6:00 p.m.	\$100.00	Graham
New York (Westchester)	Moderate Income Consumer	8/23/2011	6:00 p.m.	\$100.00	Graham

1 **SCREENER**

- 2 1. Do you or does anyone in your immediate family work in any of the following industries or job
3 functions?

<input type="radio"/> Advertising or Public Relations <input type="radio"/> Market Research <input type="radio"/> US Postal Service <input type="radio"/> UPS <input type="radio"/> Fed Ex <input type="radio"/> Mail or Small Package Delivery Service	TERMINATE
<input type="radio"/> NONE OF THE ABOVE	CONTINUE

- 4 2. When was the last time you participated in a focus group discussion?

<input type="radio"/> Within the Last 12 months When was the group? _____ What was the topic of this group? _____	CONTINUE WITH SCREENER; DO NOT RECRUIT; SAVE AS POTENTIAL RECRUIT
<input type="radio"/> Over 12 months ago <input type="radio"/> Never	CONTINUE

- 5 3. How many pieces of First-Class Mail do you receive in a typical week?

<input type="radio"/> NONE <input type="radio"/> 1 to 2	TERMINATE
<input type="radio"/> 3 to 4 <input type="radio"/> 5 to 10 <input type="radio"/> More than 10	RECRUIT MIX

- 6 4. Which of the following types of mail do you or your household send or receive **using U.S.**
7 **Postal Service First Class Mail**? [CHECK ALL THAT APPLY]

<input type="radio"/> Bills, Invoices, or Statements <input type="radio"/> Payments <input type="radio"/> Advertising or Marketing Materials (including catalogs) <input type="radio"/> General Correspondence <input type="radio"/> Magazines / Newspapers <input type="radio"/> Greeting , holiday, birthday cards <input type="radio"/> Other SPECIFY _____	RECRUIT MIX
<input type="radio"/> NONE OF THE ABOVE	TERMINATE

- 1 5. What percent of your payments do you send using U.S. Postal Service First Class Mail
 2 versus paying online? Would you say. . .?

<input type="radio"/> Nearly all (90 to 100 percent) by Mail <input type="radio"/> Majority (60 to 89 percent) by Mail <input type="radio"/> About equal mail and online <input type="radio"/> Majority (60 to 89 percent online <input type="radio"/> Nearly all (90 to 100 percent)online	RECRUIT MIX
---	--------------------

- 3 6. **[ALL MARKETS BUT POCATELLO]** Do you live in. . . .?

<input type="radio"/> Downtown Seattle (including Belltown, South Lake Union, International District, Lower Queen) <input type="radio"/> ALL OTHER AREAS	BASED ON INCOME: RECRUIT FOR DT SEATTLE (8/9/2011 8:00P.M.) BASED ON INCOME: RECRUIT FOR KIRKLAND (8/10/2011, 8:00 P.M.)
<input type="radio"/> Downtown Chicago <input type="radio"/> ALL OTHER AREAS	BASED ON INCOME: RECRUIT FOR 8/17/2011, 6:00 P.M. BASED ON INCOME: RECRUIT FOR 8/17/2011, 8:00 P.M.
<input type="radio"/> Downtown Atlanta <input type="radio"/> ALL OTHER AREAS	BASED ON INCOME: RECRUIT FOR 8/18/2011, 6:00 P.M. BASED ON INCOME: RECRUIT FOR 8/18/2011, 8:00 P.M.
<input type="radio"/> Manhattan, Brooklyn, Bronx, Queens, Staten Island <input type="radio"/> ALL OTHER AREAS	BASED ON INCOME: RECRUIT FOR 8/22/2011, 6:00 P.M. BASED ON INCOME: RECRUIT FOR (8/23/2011, 6:00 P.M.)

- 1 7. **[ALL MARKETS BUT POCATELLO]** Which of the following broad income categories best
2 describes your total annual household income before taxes?

<input type="radio"/> Less than \$30,000	RECRUIT FOR CHICAGO (8/17/2011, 6:00 P.M.) ATLANTA (8/18/2011, 6:00 P.M.)
<input type="radio"/> At least \$30,000 but less than \$50,000 <input type="radio"/> At least \$50,000 but less than \$100,000	RECRUIT FOR DT SEATTLE (8/9/2011 8:00P.M.), CHICAGO (8/17/2011, 8:00 P.M.) WESTCHESTER (8/23/2011, 6:00 P.M.)
<input type="radio"/> \$100,000 or more	RECRUIT FOR KIRKLAND (8/10/2011, 8:00 P.M.) ATLANTA (8/18/2011, 8:00 P.M.) MANHATTAN (8/22/2011, 6:00 P.M.)

- 3 8. **[POCATELLO]** Which of the following broad income categories best describes your total
4 annual household income before taxes?

<input type="radio"/> Less than \$30,000	RECRUIT FOR 5:30 P.M. (8/11/2011) – 60%
<input type="radio"/> At least \$30,000 but less than \$50,000 <input type="radio"/> At least \$50,000 but less than \$100,000	RECRUIT FOR EITHER GROUP—MIX WITH OTHER INCOME – 40%
<input type="radio"/> \$100,000 or more	RECRUIT FOR 8:00 P.M. (8/11/2011) – 60%

- 5 9. RECORD GENDER BY OBSERVATION. IF UNCERTAIN ASK

<input type="radio"/> FEMALE <input type="radio"/> MALE	RECRUIT MIX
--	--------------------

1 10. Which of the following broad categories best fits your age?

<input type="radio"/> Less than 18	TERMINATE
<input type="radio"/> 18 to 24 <input type="radio"/> 25 to 34 <input type="radio"/> 35 to 44 <input type="radio"/> 45 to 54 <input type="radio"/> 55 to 64	RECRUIT MIX
<input type="radio"/> 65 and Over	NO MORE THAN 2 PER GROUP

2 11. Would you describe yourself as . . .[READ CHOICES]

<input type="radio"/> Employed full-time <input type="radio"/> Employed part-time <input type="radio"/> Self-employed / own a business <input type="radio"/> Homemaker <input type="radio"/> Student	RECRUIT A MIX
<input type="radio"/> Not employed at this time but looking for work	LIMIT TO ONE (1) PER GROUP
<input type="radio"/> Retired	NO MORE THAN 2 PER GROUP

3 12. IF CURRENTLY EMPLOYED: in which industry do you currently work? [RECORD ANSWER]

4 _____

5
6
7 IF FORMERLY EMPLOYED / RETIRED: In which industry did you formerly work? [RECORD
8 ANSWER]

9
10 _____

11 **TERMINATE IF ADVERTISING / PR, MARKET RESEARCH, US POSTAL SERVICE, FED**
12 **EX, UPS, ANY SMALL PACKAGE / MAILING SERVICE**

13 13. Including yourself, how many adults 18 years of age or older live in your household?

<input type="radio"/> One <input type="radio"/> Two <input type="radio"/> Three or More	RECRUIT A MIX
---	----------------------

14 14. [IF HOUSEHOLD SIZE > 1] Do you have any children under the age of 18 living at home with you?

<input type="radio"/> Yes <input type="radio"/> No	RECRUIT A MIX
---	----------------------

15

1 **INVITATION**

2 Thank you for answering these questions. You do qualify to participate in a group
3 scheduled:

- 4 • At [READ TIME FROM GRID]
5 • On [READ DATE FROM GRID]
6 • At [READ LOCATION FROM GRID]

7 As we are asking for your time, as a token of our appreciation we are offering to pay you
8 [READ INCENTIVE AMOUNT FROM GRID] **in cash** for your time. If you are available,
9 we would love to have you. This discussion will involve 8 to 10 other people just like
10 yourself and will last about **two hours**. As we are recruiting a limited number of people for
11 the group, we need to be able to rely on your attendance.

12
13 Are you available at that time?

- 14 ☐ YES – CONTINUE
15 ☐ NO – NOT AVAILABLE AT THAT TIME; SAVE

16 Great. Just to make sure. The group is an open discussion lead by a moderator. There
17 will be 8 to 10 other people in the group. Please choose the best option that you agree with the
18 most.

<input type="radio"/> During a discussion I enjoy expressing my opinion and listening to others <input type="radio"/> I am open to other people's thoughts and perspective	RECRUIT
<input type="radio"/> I don't like participating in group activities or discussions <input type="radio"/> In general, I find it is easier to agree with people in order to avoid conflict	SAVE FOR CLIENT APPROVAL

19 The group will begin at [RE-READ TIME FROM GRID] but we ask that you arrive at least
20 15 minutes in advance, so by [READ ARRIVAL TIME FROM GRID] to give you time to get
21 signed in before the group begins. We will have some light refreshments for you as well.

22 We will send you a confirmation letter along with directions to the facility where the groups
23 will be held. We will also call you a day or two in advance of your scheduled group to
24 remind you and confirm your attendance. I need the following information:

25 Name: _____

26 Address: _____

27 Daytime Phone: _____

28 Evening Phone: _____

29 Mobile Phone: _____

30 E-Mail Address: _____

Part 2: Business Focus Groups Screeners

Hello, my name is _____ and I am calling from [INSERT FACILITY NAME], an independent research firm. We are conducting a series of focus group discussions on behalf of the US Postal Service with people like yourself about some proposed changes to postal services. If LUNCH GROUP TELL THEM LUNCH

Are you the person in your business who is primarily responsible for the receipt, sorting, and other tasks related to your business' mail and would make decisions regarding how your company sends and receives mail? That is, the type of mail services / products your company uses.

☐ Yes – Continue

☐ No – Ask to speak to that person – If not available schedule callback

We wish to talk with businesses like yours during an informal **two-hour** group discussion. The groups are information-gathering sessions **only**. We are not selling anything. We simply want to know your opinions and I assure you that your individual responses will be kept completely confidential.

The discussion groups are taking place [INSERT DATE FROM GRID BELOW]. You will be given an honorarium in recognition of your participation. A light meal or refreshments will be provided. In order to confirm your attendance, I need to ask you some questions.

The discussion groups are taking place [INSERT DATE FROM GRID BELOW]. In order to confirm your attendance, I need to ask you a few questions.

<i>Location</i>	<i>Group</i>	<i>Date</i>	<i>Time</i>	<i>Incentive</i>	<i>Moderator</i>
DT Seattle	Small Business	8/9/2011	6:00 p.m.	\$200.00	Becky
Kirkland, WA	Small Business	8/10/2011	6:00 p.m.	\$200.00	Becky
Pocatello, ID	Small Business	8/12/2011	7:30 a.m.	\$200.00	Becky
Chicago	Small Business	8/16/2011	4:00 p.m.	\$200.00	Becky
	Small Business	8/16/2011	6:00 p.m.	\$200.00	Becky
Atlanta	Small Business	8/19/2011	7:30 a.m.	\$200.00	Becky
	Small Business	8/19/2011	12:00 noon	\$200.00	Becky
New York (Westchester)	Small Business	8/23/2011	4:00 p.m.	\$200.00	Becky

1 **SCREENER**

- 2 15. Which of the following broad categories best describes the number of people your company
3 employs? Include yourself as an employee.

<input type="radio"/> One – verify that respondent is including themselves as an employee	RECRUIT NO MORE THAN 2 PER GROUP
<input type="radio"/> At least 2 employees but no more than 5 <input type="radio"/> At least 5 employees but no more than 10 <input type="radio"/> At least 10 employees but no more than 20 <input type="radio"/> At least 20 employees but no more than 50 <input type="radio"/> At least 50 employees but no more than 100	RECRUIT A MIX
<input type="radio"/> More than 100 employees	TERMINATE

- 4 16. Does any of the following describe your business or job function?

<input type="radio"/> Advertising or Public Relations <input type="radio"/> Market Research <input type="radio"/> US Postal Service <input type="radio"/> UPS <input type="radio"/> Fed Ex <input type="radio"/> Mail or Small Package Delivery Service	TERMINATE
<input type="radio"/> NONE OF THE ABOVE	CONTINUE

- 5 17. Which of the following best describes your type of business?

<input type="radio"/> Newspaper Publishing	RECRUIT AT LEAST ONE PER GROUP
<input type="radio"/> Other Publishing (periodicals / catalogs) <input type="radio"/> Financial Services <input type="radio"/> Professional / Other Services <input type="radio"/> Not-for-Profit <input type="radio"/> Retail <input type="radio"/> Wholesale <input type="radio"/> Manufacturing <input type="radio"/> Utilities <input type="radio"/> Telecommunications <input type="radio"/> Transportation <input type="radio"/> Government	RECRUIT A MIX
<input type="radio"/> Other (specify) _____	

1 18. Which of the following, if any, best describes your company?

<input type="radio"/> Letter Shop <input type="radio"/> Printer <input type="radio"/> Presort Bureau <input type="radio"/> Mail Service Provider	RECRUIT NO MORE THAN ONE / GROUP
<input type="radio"/> None of the above	

2 19. When was the last time you participated in a focus group discussion?

<input type="radio"/> Within the Last 12 months When was the group? _____ What was the topic of this group? _____	CONTINUE WITH SCREENER; DO NOT RECRUIT; SAVE AS POTENTIAL RECRUIT
<input type="radio"/> Over 12 months ago <input type="radio"/> Never	CONTINUE

3 20. Which of the following types of services does your company use to send and receive domestic
4 mail? [CHECK ALL THAT APPLY]

<input type="radio"/> First Class Mail through USPS <input type="radio"/> Standard Mail through USPS <input type="radio"/> Express Mail through USPS <input type="radio"/> Priority Mail through USPS <input type="radio"/> Periodical Mail through USPS <input type="radio"/> Something else(specify) _____	IF NO FIRST CLASS MAIL – TERMINATE OTHERWISE RECRUIT MIX
<input type="radio"/> None of the Above	

5 21. Which of the following types of mail does your company send using USPS First Class Mail?
6 [CHECK ALL THAT APPLY]

<input type="radio"/> Bills, Invoices, or Statements <input type="radio"/> Payments <input type="radio"/> Advertising or Marketing Materials (including catalogs) <input type="radio"/> General Correspondence <input type="radio"/> Customer Notifications <input type="radio"/> Investor / Shareholder Mailings <input type="radio"/> Cards (e.g., holiday cards) <input type="radio"/> Other (specify) _____	RECRUIT MIX
<input type="radio"/> NONE OF THE ABOVE	

- 1 22. Does your company send any periodicals (magazines) or newspapers by mail? [CHECK ALL
2 THAT APPLY]

<input type="radio"/> Periodicals <input type="radio"/> Newspapers	RECRUIT AT LEAST ONE NEWSPAPER PUBLISHER FOR EACH GROUP
---	--

- 3 23. What percent of your company's payments do you send using U.S. Postal Service First
4 Class Mail versus paying online? Would you say. . .?

<input type="radio"/> Nearly all (90 to 100 percent) by Mail <input type="radio"/> Majority (60 to 89 percent) by Mail <input type="radio"/> About equal mail and online <input type="radio"/> Majority (60 to 89 percent online) <input type="radio"/> Nearly all (90 to 100 percent)online	RECRUIT MIX
--	--------------------

- 5 24. What percent of your company's receipts do you receive via U.S. Postal Service First Class
6 Mail versus online? Would you say. . .?

<input type="radio"/> Nearly all (90 to 100 percent) by Mail <input type="radio"/> Majority (60 to 89 percent) by Mail <input type="radio"/> About equal mail and online <input type="radio"/> Majority (60 to 89 percent online) <input type="radio"/> Nearly all (90 to 100 percent)online	RECRUIT MIX
--	--------------------

- 7 25. Does your company pay for postal services by . . .

<input type="radio"/> Postage Meter <input type="radio"/> Permit Imprint <input type="radio"/> Express Mail Corporate Account <input type="radio"/> PC Postage	PREFERRED ACCOUNT	RECRUIT A MIX
<input type="radio"/> None of the Above	SMALL BUSINESS / NOT PREFERRED	

- 8 26. [IF Q11 RESPONSE IS POSTAGE METER / PERMIT IMPRINT] Approximately how many
9 pieces of mail do you estimate your company sends and/or receives in a typical week? Would
10 it be. . .

<input type="radio"/> 100 or Fewer pieces <input type="radio"/> At least 100 pieces up to 250 pieces <input type="radio"/> At least 250 up to 500 pieces <input type="radio"/> More than 500 pieces	RECRUIT MIX
--	--------------------

- 1 27. [IF Q11 IS NOT POSTAGE METER / PERMIT IMPRINT] Approximately how many pieces of
2 mail do you estimate your company sends and/or receives in a typical week? Would it be. . .

<input type="radio"/> 25 or Fewer pieces <input type="radio"/> At least 25 up to 100 pierces <input type="radio"/> More than 100 pieces	RECRUIT MIX
---	--------------------

- 3 28. What is your title?

<input type="radio"/> CEO / President / Owner <input type="radio"/> CFO <input type="radio"/> VP / Director of Finance <input type="radio"/> VP / Director of Marketing <input type="radio"/> VP / Director of Operations <input type="radio"/> Office or Business Manager <input type="radio"/> Accounting <input type="radio"/> Other <hr/>	IF SOME OTHER TITLE, SAVE AND VERIFY WITH ORC IF PERSON QUALIFIES
---	--

4 **INVITATION**

- 5 Thank you for answering these questions. You do qualify to participate in a group
6 scheduled:

- 7 • At [READ TIME FROM GRID]
8 • On [READ DATE FROM GRID]
9 • At [READ LOCATION FROM GRID]

10 As we are asking for your time, as a token of our appreciation we are offering to pay you
11 \$200 **in cash** for your time. If you are available, we would love to have you. This
12 discussion will involve 8 to 10 other business people just like you and will last about **two**
13 **hours**. As we are recruiting a limited number of people for the group, we need to be able
14 to rely on your attendance.

15
16 Are you available at that time?

- 17 ☐ YES – CONTINUE
18 ☐ NO – NOT AVAILABLE AT THAT TIME; SAVE

19

1 Great. Just to make sure. The group is an open discussion lead by a moderator. There
 2 will be 8 to 10 other people in the group. Please choose the best option that you agree with the
 3 most.

<input type="radio"/> During a discussion I enjoy expressing my opinion and listening to others <input type="radio"/> I am open to other people's thoughts and perspective	RECRUIT
<input type="radio"/> I don't like participating in group activities or discussions <input type="radio"/> In general, I find it is easier to agree with people in order to avoid conflict	SAVE FOR CLIENT APPROVAL

4

5 The group will begin at [RE-READ TIME FROM GRID] but we ask that you arrive at least
 6 15 minutes in advance, so by [READ ARRIVAL TIME FROM GRID] to give you time to get
 7 signed in before the group begins. We will have some light refreshments for you as well.

8 We will send you a confirmation letter along with directions to the facility where the groups
 9 will be held. We will also call you a day or two in advance of your scheduled group to
 10 remind you and confirm your attendance. I need the following information:

11 Name: _____

12 Address: _____

13 _____

14 _____

15 Daytime Phone: _____

16 Evening Phone: _____

17 Mobile Phone: _____

18 E-Mail Address: _____

19

20

1 Appendix B: Focus Group Participant Profiles

2 Part 1: Consumer Focus Groups Participant Profiles

USPS 2011 First Class Mail-ATLANTA Consumer Low Income Group Incentive: \$100.00																									
Thursday August 18th @ 6:00 PM Location: FieldWorks -Atlanta Recruit: 12 for 10 to show																									
Recruit #	Date	First Name	Last Initial	Q1 - Primary mail handler	Q2 - 18 YRS or Older	Q3 - Where receive mail (MAX 1 BUT NOT WITH PO BOX)	Q4 - Security	Q5 - Past participation	Q6 - # pieces of first class (MIX)	Q7 - Send or Receive using USPS First Class Mail (MIX)	Q8 - What % of payments sent using USPS first class mail vs online (MIX)	Q9-Where you live	Q10-Income	Q11 - Gender (MAX)	Q12 - Age (MAX 2 65+)	Q13 - Employed (MAX 2 RETIRED) (MAX 1 UNEMP)	Q14 - Occupation Industry	Q15 - How Many Adults (MAX)	Q16-Children (MAX)						
				MUST SAY YES	MUST SAY YES	HOME/PO BOX	MUST SAY NONE	>12 MONTHS NEVER	3 to 4	5 to 10	MORE THAN 10	BILLS, INVOICES, or STATEMENTS	PAYMENTS ADVERTISING or MARKETING	GENERAL MAGAZINES / NEWSPAPERS	GREETING / HOLIDAY E-DAY CARDS	OTHER	90 to 100 MAIL	90 to 89 MAIL	EQUAL	90-89 ONLINE	90 to 100 ONLINE	DOWNTOWN ATLANTA OR ALL OTHER AREAS	MUST SAY <30K	MALE or FEMALE	18-24 34 35-44 45-54 55-64 65+
1				Yes	Yes	Home	None	x		x		Downtown Atlanta	<30k	Female	25-34	Homemaker	Homemaker	3+	Yes						
2				Yes	Yes	Home	None	x	x			Downtown Atlanta	<30k	Male	45-54	PT	Cleaning and Landscaping	2	Yes						
3				Yes	Yes	Home	None	x		x		Downtown Atlanta	<30k	Female	35-44	PT	Auto Body	2	Yes						
4				Yes	Yes	Home	None	x	x			Downtown Atlanta	<30k	Female	35-44	FT	Admin	1	Yes						
5				Yes	Yes	Home	None	x	x	x	x	Downtown Atlanta	<30k	Female	35-44	PT	Personal Assistant	1	No						
6				Yes	Yes	Home	None	x		x	x	Downtown Atlanta	<30k	Female	45-54	FT	Insurance	2	No						
7				Yes	Yes	Home	None	x	x	x	x	Downtown Atlanta	<30k	Female	25-34	FT	Dog Grooming	2	No						
8				Yes	Yes	Home	None	x		x		Downtown Atlanta	<30k	Male	55-64	PT	Education	1	No						
9				Yes	Yes	Home	None	x		x		Downtown Atlanta	<30k	Male	45-54	FT	Culinary	1	No						

USPS 2011 First Class Mail-ATLANTA Consumer High Income Group Incentive: \$100.00																											
Thursday August 18th @ 8:00pm Location: FieldWorks -Atlanta Recruit: 12 for 10 to show																											
Recruit #	Date	First Name	Last Initial	Q1 - Primary mail handler	Q2 - 18 YRS or Older	Q3 - Where receive mail (RECRUIT 1 BUT NOT WITH PO BOX)	Q4 - Security	Q5 - Past participation	Q6 - # pieces of first class (MIX)	Q7 - Send or Receive using USPS First Class Mail (MIX)	Q8 - What % of payments sent using USPS first class mail vs online (MIX)	Q9-Where you live	Q10-Income	Q11 - Gender (MAX)	Q12 - Age (MAX 2 65+)	Q13 - Employed (MAX 2 RETIRED) (MAX 1 UNEMP)	Q14 - Occupation Industry	Q15 - How Many Adults	Q16 - Children (MAX)								
				MUST SAY YES	MUST SAY YES	HOME/PO BOX	MUST SAY NONE	>12 MONTHS NEVER	3 to 4	5 to 10	MORE THAN 10	BILLS, INVOICES, or STATEMENTS	PAYMENTS	ADVERTISING or MARKETING	GENERAL	MAGAZINES / NEWSPAPERS	GREETING / HOLIDAY CARDS	OTHER	90 to 100 MAIL	90 to 89 MAIL	EQUAL	90-89 ONLINE	90 to 100 ONLINE	DOWNTOWN ATLANTA OR ALL OTHER AREAS	MUST SAY 100K+	MALE or FEMALE	18-24 34 45-54 55-64 65+
1	8/1			Yes	Yes	Home	None	x		x		All other areas	\$100k+	Female	45-54	FT	Manager/Cateri ng Co.	3+	No								
2	8/1			Yes	Yes	Home	None	x		x		All other areas	\$100k+	Female	55-64	FT	Nurse	2	No								
3	8/1			Yes	Yes	Home	None	x	x			All other areas	\$100k+	Female	35-44	Homemaker	Homemaker	2	Yes								
4	8/1			Yes	Yes	Home	None	x	x			All other areas	\$100k+	Female	45-54	Homemaker	Homemaker	3+	No								
5	8/1			Yes	Yes	Home	None	x		x		All other areas	\$100k+	Female	25-34	FT	Instructional Design	3+	No								
6	8/1			Yes	Yes	Home	None	x		x		All other areas	\$100k+	Male	65+	FT	Transportation	2	No								
7	8/10			Yes	Yes	Home	None	x		x		All other areas	\$100k+	Male	45-54	FT	Engineer	1	Yes								
8	8/11			Yes	Yes	Home	None	x	x			All other areas	\$100k+	Male	45-54	FT	Pilot	2	Yes								
9	8/11			Yes	Yes	Home	None	x		x		All other areas	\$100k+	Male	55-64	FT	Education	3+	No								
10	8/11			Yes	Yes	Home	None	x		x		All other areas	\$100k+	Male	45-54	FT	Government	2	Yes								

USPS 2011 First Class Mail-CHICAGO Consumer Low Income Group Incentive: \$100.00

Wednesday August 17th @ 6:00 PM Location: FieldWorks -O'Hare Recruit: 12 for 10 to show

Wednesday August 17th @ 8:00 PM				Location: FieldWORKS - O'Hare										Recruit: 12/10/10 to show																	
				Q1 - Primary mail handler	Q2 - 18 YRS or Older	Q3 - Where receive mail (RECRUIT 1 BUT -3 WITH PO BOX)	Q4 - Security	Q5 - Past participation	Q6 - # pieces of first calls (MIX)	Q7 - Send or Receive using USPS First Class Mail (MIX)	Q8 - What % of payments sent using USPS first class mail vs online (MIX)	Q9 - Where you live	Q10 - Income	Q11 - Gender (MIX)	Q12 - Age (MIX) (MAX 2 65+)	Q13 - Employed (MAX) (MAX 2 RETIRED) (MAX 1 UNEMP)	Q14 - Occupation Industry	Q15 - How Many Adults (MIX)	Q16 - Children (MAX)												
Recruit #	Date	First Name	Last Initial	MUST SAY YES	MUST SAY YES	HOME/PO BOX	MUST SAY NONE	>12 MONTHS NEVER	3 to 4	5 to 10	MORE THAN 10	BILLS, INVOICES, & STATEMENTS	PAYMENTS	ADVERTISING or MARKETING	GENERAL	MAGAZINES / NEWSPAPERS	GREETING / HOLIDAY B-DAY CARDS	OTHER	90 to 100 MAIL	60 to 89 MAIL	EQUAL	60-89 ONLINE	90 to 100 ONLINE	DOWNTOWN CHICAGO OR ALL OTHER AREAS	MUST SAY <30K	MALE or FEMALE	18-24 25-34 35-44 45-54 55-64 65+	FULL PART SELF HOMEMAKER STUDENT NOT EMP RETIRED	SPECIFY	1 2 3+	YES or NO
1	8/4			Yes	Yes	Home	None	Over 12M	x			x												Downtown Chicago	<30k	MALE	45-54	Not Emp	Banking	2	No
2	8/8			Yes	Yes	Home	None	Over 12M	x			x	x	x	x	x	x	x	x	x				All Other Areas	<30k	FEMALE	25-34	Full	Law	2	No
3	8/9			Yes	Yes	Home	None	Over 12M	x			x	x	x	x	x	x	x	x	x				Downtown Chicago	<30k	FEMALE	55-64	Retired	Banking	1	No
4	8/11			Yes	Yes	Home	None	Over 12M		x		x	x	x	x	x	x	x		x				All Other Areas	<30k	FEMALE	35-44	Homemaker	Medical	1	Yes
5	8/15			Yes	Yes	Home	None	Over 12M		x		x	x	x	x	x	x	x			x			All Other Areas	<30k	MALE	45-54	Part	Security	2	No
6	8/15			Yes	Yes	Home	None	Over 12M	x			x	x	x		x	x	x		x				All Other Areas	<30k	FEMALE	45-54	Part	Writing	1	No
7	8/15			Yes	Yes	Home	None	Over 12M	x			x	x	x	x	x						x		All Other Areas	<30k	FEMALE	25-34	Homemaker	Sales	1	Yes
8	8/15			Yes	Yes	Home	None	Over 12M		x		x	x	x		x	x	x				x		All Other Areas	<30k	MALE	35-44	Full	Manufacturing	2	Yes
9	8/16			Yes	Yes	Home	None	Over 12M		x		x	x	x	x	x	x	x		x				Downtown Chicago	<30k	FEMALE	45-54	Full	Teaching	3+	No
10	8/17			Yes	Yes	Home	None	Over 12M		x		x	x	x	x	x	x	x		x				Downtown Chicago	<30k	MALE	45-54	Part	Homework	1	No

USPS 2011 First Class Mail-CHICAGO Consumer Moderate Income Group Incentive: \$100.00

Wednesday August 17th @ 8:00pm Location: FieldWorks -O'Hare Recruit: 12 for 10 to show

Recruit #				Date		First Name		Last Initial		Q1 - Primary mail handler		Q2 - 18 YRS or Older		Q3 - Where receive mail (RECRUIT 1 BUT -3 WITH PO BOX)		Q4 - Security		Q5 - Past participation		Q6 - # pieces of first calls (MIX)		Q7 - Send or Receive using USPS First Class Mail (MIX)		Q8 - What % of payments sent using USPS first class mail vs online (MIX)		Q9 - Where you live		Q10 - Income		Q11 - Gender (MIX)		Q12 - Age (MIX) (MAX 2 65+)		Q13 - Employed (MIX) (MAX 2 RETIRED) (MAX 1 UNEMP)		Q14 - Occupation Industry		Q15 - How Many Adults (MIX)		Q16 - Children (MIX)	
Recruit #	Date	First Name	Last Initial	MUST SAY YES	MUST SAY YES	HOME/PO BOX	MUST SAY NONE	>12 MONTHS NEVER	3 to 4	5 to 10	MORE THAN 10	BILLS, INVOICES, or STATEMENTS	PAYMENTS	ADVERTISING or MARKETING	GENERAL	MAGAZINES / NEWSPAPERS	GREETING / HOLIDAY B-DAY CARDS	OTHER	90 to 100 MAIL	90 to 89 MAIL	EQUAL	60-89 ONLINE	90 to 100 ONLINE	DOWNTOWN CHICAGO OR ALL OTHER AREAS	MUST SAY 30K-50K 50K-100K	MALE or FEMALE	18-24 34 45-54 64	25-34 55-64 65+	FULL PART SELF HOMEMAKER STUDENT NOT EMP RETIRED	SPECIFY	1 2 3+	YES or NO									
1	8/4			Yes	Yes	Home	None	Over 12M		x		x	x		x	x	x							All other areas	50k-100k	Male	55-64	Part	Security	2	Yes										
2	8/4			Yes	Yes	Home	None	Over 12M	x			x	x	x	x	x	x	x						All other areas	50k-100k	Female	55-64	Part	Education	2	No										
3	8/4			Yes	Yes	Home	None	Over 12M					x	x	x		x							All other areas	30k-50k	Female	45-54	Full	Travel	1	Yes										
4	8/4			Yes	Yes	Home	None	Over 12M			x	x	x	x		x	x	x						All other areas	50k-100k	Male	45-54	Full	Food	2	Yes										
5	8/4			Yes	Yes	Home	None	Over 12M	x			x	x	x	x	x	x	x						All other areas	50k-100k	Female	35-44	Homemaker	Telecommunication	2	Yes										
6	8/8			Yes	Yes	Home	None	Over 12M			x	x	x	x	x	x	x	x						All other areas	50k-100k	Female	55-64	Part	Personal Staffing	2	No										
7	8/8			Yes	Yes	Home	None	Over 12M	x			x												All other areas	30k-50k	Male	35-44	Full	Restoration	2	Yes										
8	8/15			Yes	Yes	Home	None	Over 12M				x	x	x	x	x	x	x						All other areas	30k-50k	Female	65+	Retired	Software	1	No										

USPS 2011 First Class Mail-MANHATTAN Consumer High Income Group Incentive: \$100.00

Monday August 22nd @ 6:00pm Location: FieldWorks -Manhattan Recruit: 12 for 10 to show

Recruit #				Date	First Name	Last Initial	Q1 - Primary mail handler	Q2 - 18 YRS or Older (RECRUIT 1 BUT -3 WITH PO BOX)	Q3 - Where receive mail (RECRUIT 1 BUT -3 WITH PO BOX)	Q4 - Security	Q5 - Past participation	Q6 - # pieces of first calls (MIX)	Q7 - Send or Receive using USPS First Class Mail (MIX)	Q8 - What % of payments sent using USPS first class mail vs online (MIX)	Q9 - Where you live	Q10 - Income	Q11 - Gender (MIX)	Q12 - Age (MIX) (MAX 2 65+)	Q13 - Employed (MIX) (MAX 1 UNEMP)	Q14 - Occupation Industry	Q15 - How Many Adults (MIX)	Q16 - Children (MIX)												
Recruit #				Date	First Name	Last Initial	MUST SAY YES	MUST SAY YES	HOME/PO BOX	MUST SAY NONE	>12 MONTHS NEVER	3 to 4	MORE THAN 10	BILLS, INVOICES, or STATEMENTS	PAYMENTS	ADVERTISING or MARKETING	GENERAL	MAGAZINES / NEWSPAPERS	GREETING / HOLIDAY B-DAY CARDS	OTHER	90 to 100 MAIL	90 to 89 MAIL	EQUAL	60-89 ONLINE	90 to 100 ONLINE	MANHATTAN, BROOKLYN, BRONX, QUEENS, STATEN ISLAND OR ALL OTHER AREAS	MUST SAY 100K+	MALE or FEMALE	18-24 34 45-54 64	25-34 55-64 65+	FULL PART SELF HOMEMAKER STUDENT NOT EMP RETIRED	SPECIFY	1 2 3+	YES or NO
1	8/22			YES	YES	HOME	NONE	X	X					X	X					X		X				MANHATTAN	\$150K+	MALE	57	FULL	PRINTER / PRINTING	2	NO	
2	8/22			YES	YES	HOME	NONE	X	X					X	X	X	X	X	X	X				X		MANHATTAN	\$100K+	FEMALE	41	STUDENT	STUDENT	2	YES	
3	8/22			YES	YES	HOME	NONE	X	X							X	X				X					MANHATTAN	\$100K+	MALE	43	FULL	INSURANCE / INSURANCE	2	YES	
4	8/22			YES	YES	HOME	NONE	X						X	X	X	X	X	X	X		X				MANHATTAN	\$100K+	MALE	35	FULL	ADMINISTRATOR / MANUFACTURING	2	NO	
5	8/22			YES	YES	HOME	NONE	X				X		X	X	X	X	X	X	X	X	X				MANHATTAN	\$100K+	MALE	58	SELF	REAL ESTATE	1	NO	
6	8/22			YES	YES	HOME	NONE	X						X	X	X	X	X	X	X	X			X		MANHATTAN	\$100K+	FEMALE	57	FULL	YOGA TEACHER	1	NO	
7	8/22			YES	YES	HOME	NONE	X	X		X			X	X	X			X	X	X		X			MANHATTAN	\$100K+	MALE	33	FULL	HUMAN RESOURCE DIRECTOR	2	YES	
8	8/22			YES	YES	HOME	NONE	X				X	X	X	X					X	X	X				MANHATTAN	\$100K+	FEMALE	19	PART	SALES / RETAIL	3+	NO	
9	8/22			YES	YES	HOME	NONE	X				X		X	X	X	X	X	X	X	X	X				MANHATTAN	\$120K	FEMALE	53	FULL	GARMENT MAKER / GARMENTS	2	NO	
10	8/22			YES	YES	HOME	NONE	X				X		X	X	X	X	X	X	X	X		X			MANHATTAN	\$100K+	FEMALE	34	FULL	FINANCIAL SERVICES / BANKING	1	NO	
11	8/22			YES	YES	PO BOX	NONE	X				X		X	X	X	X	X	X	X	X	X	X			QUEENS	\$100K+	MALE	39	FULL	RECRUITER / FINANCIAL SERVICES	1	NO	

USPS 2011 First Class Mail-WESTCHESTER Consumer Moderate Income Group Incentive: \$100.00																								
Tuesday August 23rd @ 6:00 PM Location: FieldWorks -WESTCHESTER Recruit: 12 for 8-10 to show																								
Recruit #	Date	First Name	Last Initial	Q1 - Primary mail handler	Q2 - 18 YRS or Older	Q3 - Where receive mail (RECRUIT 1 BUT -3 WITH PO BOX)	Q4 - Security	Q5 - Past participation	Q6 - # pieces of first class (MIX)	Q7 - Send or Receive using USPS First Class Mail (MIX)	Q8 - What % of payments sent using USPS first class mail vs online (MIX)	Q9 - Where you live	Q10 - Income	Q11 - Gender (MIX)	Q12 - Age (MAX 2 65+)	Q13 - Employed (MAX 2 RETIRED) (MAX 1 UNEMP)	Q14 - Occupation Industry	Q15 - How Many Adults (MIX)	Q16 - Children (MIX)					
				MUST SAY YES	MUST SAY YES	HOME/PO BOX	MUST SAY NONE	>12 MONTHS NEVER	3 to 4	5 to 10	10 to 100 MAIL	10 to 100 MAIL	10 to 100 MAIL	10 to 100 MAIL	10 to 100 MAIL	10 to 100 MAIL	10 to 100 MAIL	10 to 100 MAIL	10 to 100 MAIL	10 to 100 MAIL	10 to 100 MAIL	10 to 100 MAIL		
										BILLS, INVOICES, or PAYMENTS	ADVERTISING or MARKETING	GENERAL MAGAZINES / NEWSPAPERS / GREETING / SAY CARDS	OTHER											
1	7/28			Yes	Yes	Home	None	X		X	X	X	X	X	X	X	All other areas	50-100K	Female	45-54	Full Time	Receptionist	3+	No
2	7/28			Yes	Yes	Home	None	X		X	X	X	X	X	X	X	All other areas	30-50K	Female	45-54	Homemaker	Childcare	1	No
3	7/28			Yes	Yes	Home	None	X		X	X	X	X	X	X	X	All other areas	50-100K	Female	55-64	Full Time	Receptionist	3+	No
4	7/28			Yes	Yes	Home	None	X		X	X	X	X	X	X	X	All other areas	30-50K	Female	55-64	Full Time	Transcription/Medical Dr	2	No
5	8/16			Yes	Yes	Home	None	X		X	X	X	X	X	X	X	All other areas	50-100K	Female	55-64	Retired	n/a	2	No
6	8/19			Yes	Yes	Home	None	X		X	X	X	X	X	X	X	All other areas	\$50-100K	Male	35-44	Full Time	Sanitation Worker	3+	Yes
7	8/19			Yes	Yes	Home	None	X		X	X	X	X	X	X	X	All other areas	\$50-100K	Female	35-44	Full Time	Administrative Assistant	2	No
8	8/20			Yes	Yes	Home	None	X		X	X	X	X	X	X	X	All other areas	\$30-50K	Male	35-44	Full Time	Hair Stylist	1	No

USPS 2011 First Class Mail-SEATTLE Consumer Moderate Income Group Incentive: \$100.00																														
Tuesday August 9th @ 8:00pm Location: FieldWorks -Downtown Seattle Recruit: 12 for 10 to show																														
Recruit #	Date	First Name	Last Initial	Q1 - Primary mail handler	Q2 - 18 YRS or Older (RECRUIT 1 BUT -3 WITH PO BOX)	Q3 - Where receive mail (RECRUIT 1 BUT -3 WITH PO BOX)	Q4 - Security	Q5 - Past participation	Q6 - # pieces of first class (MIX)	Q7 - Send or Receive using USPS First Class Mail (MIX)	Q8 - What % of payments sent using USPS first class mail vs online (MIX)	Q9-Where you live	Q10-Income	Q11 - Gender (MIX)	Q12 - Age (MIX) (MAX 2 65+)	Q13 - Employed (MIX) (MAX 2 RETIRED) (MAX 1 UNEMP)	Q14 - Occupation Industry	Q15 - How Many Adults (MIX)	Q16 - Children (MIX)											
				MUST SAY YES	MUST SAY YES	HOME/PO BOX	MUST SAY NONE	>12 MONTHS NEVER	3 to 4	5 to 10	MORE THAN 10 BILLS, INVOICES, or STATEMENTS	PAYMENTS	ADVERTISING or MARKETING	GENERAL MAGAZINES / NEWSPAPERS	GREETING / HOLIDAY BDAY CARDS	OTHER	90 to 100 MAIL	90 to 99 MAIL	90-89 ONLINE	90 to 100 ONLINE	DOWNTOWN SEATTLE (including Belltown, South Lake Union, Int'l Dist, Lower Queen Anne)	MUST SAY 30K - 50K or 50K+ - 100K	MALE or FEMALE	18-24 34 45-54 55-64 65+	FULL PART SELF HOMEMAKER STUDENT NOT EMP RETIRED	SPECIFY	1 2 3 4	YES or NO		
1	8/3			Yes	Yes	Home	None	x	-	x	x	x	x	x	-	x	-	-	-	DT	50-100K	Female	25-34	FT	Software	1	No			
2	8/1			Yes	Yes	Home	None	x	-	-	x	x	x	x	x	x	-	x	-	-	DT	50K-100K	Female	45-64	FT	Architecture	1	Yes		
3	8/1			Yes	Yes	Home	None	x	-	-	x	-	x	x	x	-	x	-	-	x	-	DT	50-100k	Female	55-64	Self Employed	Property Mgt.	2	No	
4	8/2			Yes	Yes	Home	None	x	-	-	x	-	x	x	x	x	x	-	-	x	-	DT	50K-100K	Male	55-64	Self Employed	Entertainment	2	No	
5	8/5			Yes	Yes	Home	None	x	-	-	x	-	x	x	x	x	x	-	-	x	-	DT	50K-100K	Female	55-64	FT	Government	3	No	
6	8/5			Yes	Yes	Home	None	-	x	x	-	-	x	x	x	x	x	x	-	-	x	-	DT	30K-50K	Female	55-64	Retired	-	1	No
7	8/5			Yes	Yes	Home	None	x	-	x	-	-	x	x	x	x	x	x	x	-	-	-	DT	50K-100K	Male	35-44	FT	King County	1	No
8	8/6			Yes	Yes	Home	None	x	-	x	-	x	x	x	x	x	x	x	-	x	-	DT	50K-100K	Male	35-44	FT	Entertainment	2	No	
9	8/8			Yes	Yes	Home	None	x	-	-	-	x	x	x	x	x	x	x	-	-	-	DT	50K-100K	Female	55-64	Retired	-	2	No	
10	8/9			Yes	Yes	Home	None	x	-	-	-	x	x	x	x	x	x	x	-	-	-	DT	30K-50K	Female	45-54	PT	Non Profit Mountaineers club	1	No	

USPS 2011 First Class Mail-Kirkland				Consumer High Income Group				Incentive: \$100.00																					
Wednesday August 10th @ 8:00pm				Location: FieldWorks -Kirkland				Recruit: 12 for 10 to show																					
Recruit #	Date	First Name	Last Initial	Q1 - Primary mail handler	Q2 - 18 YRS or Older	Q3 - Where receive mail (RECRUIT 1 BUT -3 WITH PO BOX)	Q4 - Security	Q5 - Past participation	Q6 - # pieces of first class (MIX)	Q7 - Send or Receive using USPS First Class Mail (MIX)	Q8 - What % of payments sent using USPS first class mail vs online (MIX)	Q9 - Where you live	Q10 - Income	Q11 - Gender (MIX)	Q12 - Age (MIX) (MAX 2 65+)	Q13 - Employed (MIX) (MAX 2 RETIRED) (MAX 1 UNEMP)	Q14 - Occupation Industry	Q15 - How Many Adults (MIX)	Q16 - Children (MIX)										
				MUST SAY YES	MUST SAY YES	HOME/PO BOX	MUST SAY NONE	>12 MONTHS NEVER	3 to 4	5 to 10	MORE THAN 10	BILLS, INVOICES, or STATEMENTS	PAYMENTS	ADVERTISING or MARKETING	GENERAL	MAGAZINES / NEWSPAPERS	CHEERING / HOLIDAY B- DAY CARDS	OTHER	50 to 100 MAIL	50 to 100 MAIL	EQUAL	50 to 100 MAIL	50 to 100 ONLINE	50 to 100 ONLINE	ALL OTHER AREAS	Must Say 100K+	Male or Female	18-24 34-44 45-54 55+	25-34 35-44 45-54 55+
1	7/29			Yes	Yes	Home	None	x		x		Kirkland	100K+	Female	35-44	Full time	Healthcare	2	yes										
2	7/30			Yes	Yes	Home	None	x	-	x	-	Bellevue	100K+	Male	55-64	Retired	Food Warehousing	2	No										
3	8/1			Yes	Yes	Home	None	x	-	x	-	Bellevue	100K+	Female	55-64	FT	Clothing	3+	No										
4	8/1			Yes	Yes	Home	None	x	-	x	-	Redmond	100K+	Female	35-44	Homemaker	-	2	Yes										
5	8/1			Yes	Yes	Home	None	x	-	x	-	Redmond	100K+	Female	45-54	PT	Non-profit (hearing, speech)	2	Yes										
6	8/1			Yes	Yes	Home	None	-	x	-	-	Woodville	100K+	Female	45-54	Homemaker	-	1	No										
7	8/1			Yes	Yes	Home	None	x	-	x	-	Kingsgate	100K+	Female	55-64	Self-employed	Event Planner	2	No										
8	8/1			Yes	Yes	Home	None	x	-	-	-	Lake Forest Park	100K+	Male	55-64	FT	IT	3+	No										
9	8/2			Yes	Yes	Home	None	x	-	-	-	Mill Creek	100K+	Male	55-64	FT	Aerospace	2	No										
10	8/3			Yes	Yes	Home	None	-	x	-	-	Renton	100K+	Female	45-54	Homemaker	-	3+	Yes										
11	8/3			Yes	Yes	Home	None	x	-	-	-	Kent	\$100K+	Male	45-54	FT	Aerospace	3+	No										

USPS 2011 First Class Mail-POCATELLO Consumer Low/Moderate Income Group Incentive: \$100.00

Thursday August 11th @ 5:30pm Location: Red Lion -Pocatello ID Recruit: 10 for 8 to show

Recruit #	Date	First Name	Last Name	Q1a - Primary mail handler	Q1a - 18 YRS or Older	Q1b - Where receive mail (RECRUIT 1 BUT <3 WITH PO BOX)	Q1 - Security	Q2 - Past participation	Q3 - # pieces of first class (MAX)	Q4 - Send or Receive using USPS First Class Mail (MAX)	Q5 - What % of payments sent using USPS first class mail vs online (MAX)	Q6 - Income	Q7 - Gender (MAX)	Q8 - Age (MAX) (MAX 2 65+)	Q9 - Employed (MAX) (MAX 2 RETIRED) (MAX 1 UNEMP)	Q10 - Occupation Industry	Q11 - How Many Adults (MAX)	Q12 - Children (MAX)	Q15 - Dues?														
				MUST SAY YES	MUST SAY YES	HOME/PO BOX	MUST SAY NONE	Within 12 months	>12 MONTHS	NEVER	1 to 2	3 to 4	5 to 10	MORE THAN 10	BILLS, INVOICES, or STATEMENTS	PAYMENTS	ADVERTISING or MARKETING	GENERAL MAGAZINES / NEWSPAPERS	GREETING / HOLIDAY B-DAY CARDS	OTHER	90 to 100 MAIL	90 to 89 MAIL	EQUAL	90 to 100 ONLINE	90 to 100 ONLINE	<30K 30K-50K 50K-100K	MALE or FEMALE	18-24 25-34 35-44 45-54 55-64 65+	FULL PART SELF HOMEMAKER STUDENT NOT EMP RETIRED	SPECIFY	1 2 3+	YES or NO	Enjoy Expressing Open to Others Don't Like Group Easier to Agree
1	7/29			Yes	Yes	Home	None		X						X	X	X	X	X	X	X				<30K	Male	55-64	Retired	Customer Service	3+	No	Enjoy Expressing	
2	7/30			Yes	Yes	Home	None			X					X	X	X	X	X	X	X				50K-100K	Female	45-54	Full Time	SEICA	2	No	Enjoy Expressing	
3	8/1			Yes	Yes	Home	None		X						X	X	X	X	X	X	X				<30K	Female	55-64	Retired	Bookkeeping	1	No	Enjoy Expressing	
4	8/1			Yes	Yes	Home	None			X					X	X	X	X	X	X	X				50K-100K	Female	35-44	Full Time	Accounting	3+	Yes	Open to Others	
5	8/1			Yes	Yes	Home	None			X					X	X	X	X	X	X	X				50K-100K	Female	35-44	Homemaker	Education	2	Yes	Open to Others	
6	8/2			Yes	Yes	Home	None			X					X	X	X	X	X	X	X				30K-50K	Female	25-34	Homemaker	Nursing	2	Yes	Enjoy Expressing	
7	8/8			Yes	Yes	Home	None			X	X				X	X	X	X	X	X	X				30K-50K	Male	25-34	Full Time	Irrigation	3+	Yes	Open to Others	
8	8/8			Yes	Yes	Home	None			X					X	X	X	X	X	X	X				50K-100K	Male	65+	Full Time	Education	2	No	Enjoy Expressing	
9	8/8			Yes	Yes	Home	None			X					X	X	X	X	X	X	X				<30K	Female	18-24	Full Time	Medical	2	No	Enjoy Expressing	
10	8/10			Yes	Yes	Home	None			X					X	X	X	X	X	X	X				50K-100K	Male	35-44	Full Time	Education	2	No	Enjoy Expressing	

USPS 2011 First Class Mail-POCATELLO Consumer Moderat/High Income Group Incentive: \$100.00

Thursday August 11th @ 8:00pm Location: Red Lion -Pocatello Recruit: 10 for 8 to show

Recruit #	Date	First Name	Last Name	Q1a - Primary mail handler	Q1a - 18 YRS or Older	Q1b - Where receive mail (RECRUIT 1 BUT <3 WITH PO BOX)	Q1 - Security	Q2 - Past participation	Q3 - # pieces of first class (MAX)	Q4 - Send or Receive using USPS First Class Mail (MAX)	Q5 - What % of payments sent using USPS first class mail vs online (MAX)	Q6 - Income	Q7 - Gender (MAX)	Q8 - Age (MAX) (MAX 2 65+)	Q9 - Employed (MAX) (MAX 2 RETIRED) (MAX 1 UNEMP)	Q10 - Occupation Industry	Q11 - How Many Adults (MAX)	Q12 - Children (MAX)	Q15 - Dues?													
				MUST SAY YES	MUST SAY YES	HOME/PO BOX	MUST SAY NONE	>12 MONTHS	NEVER	1 to 2	3 to 4	5 to 10	MORE THAN 10	BILLS, INVOICES, or STATEMENTS	PAYMENTS	ADVERTISING or MARKETING	GENERAL MAGAZINES / NEWSPAPERS	GREETING / HOLIDAY B-DAY CARDS	OTHER	90 to 100 MAIL	90 to 89 MAIL	EQUAL	90 to 100 ONLINE	90 to 100 ONLINE	30K-50K 50K-100K 100K+	MALE or FEMALE	18-24 25-34 35-44 45-54 55-64 65+	FULL PART SELF HOMEMAKER STUDENT NOT EMP RETIRED	SPECIFY	1 2 3+	YES or NO	Enjoy Expressing Open to Others Don't Like Group Easier to Agree
1	7/29			Yes	Yes	Home	None	X		X				X	X	X	X	X	X	X				50K-100K	Male	55-64	Retired	Health and Welfare	2	No	Open to Others	
2	7/30			Yes	Yes	Home	None	X		X				X	X	X	X	X	X	X				100K+	Female	45-54	Full Time	Real Estate	2	No	Enjoy Expressing	
3	8/1			Yes	Yes	Home	None	X		X				X	X	X	X	X	X	X				50K-100K	Female	55-64	Homemaker	Education	3+	Yes	Open to Others	
4	8/1			Yes	Yes	Home	None	X		X				X	X	X	X	X	X	X				30K-50K	Female	35-44	Full Time	Education	3+	Yes	Open to Others	
5	8/3			Yes	Yes	PO Box	None	X						X	X	X	X	X	X	X				100K+	Male	65+	Retired	Retail	2	No	Open to Others	
6	8/4			Yes	Yes	Home	None	X		X				X	X	X	X	X	X	X				50K-100K	Female	25-34	Self Employed	Arts	2	No	Enjoy Expressing	
7	8/9			Yes	Yes	Home	None	X	X					X	X	X	X	X	X	X				50K-100K	Female	25-34	Homemaker	Education	2	Yes	Enjoy Expressing	
8	8/9			Yes	Yes	Home (both)	None	X	X					X	X	X	X	X	X	X				50K-100K	Male	25-34	Full Time	Food	3+	No	Enjoy Expressing	
9	8/10			Yes	Yes	Home	None	X	X					X	X	X	X	X	X	X				100K+	Female	25-34	Not Employed, looking for work	Medical Assistant	2	No	Enjoy Expressing	
10	8/10			Yes	Yes	Home	None	X		X				X	X	X	X	X	X	X				100K+	Male	35-44	Full Time	Wholesale Distributing	2	Yes	Enjoy Expressing	
11	8/10			Yes	Yes	Home	None	X		X				X	X	X	X	X	X	X				50K-100K	Female	55-64	Self Employed	Real Estate	1	No	Enjoy Expressing	

J66839 USPS 2011 Consumer DCA -Alaska & Hawaii Incentive: \$100.00 Amazon Gift Cert

Modulator: Kristen Valbrath Recruit: 5 to Alaska and 4 to Hawaii

Recruit #	First Name	Last Name	STATE	Q1a - Primary mail handler	Q1a - 18 YRS or Older	Q1b - Where receive mail (RECRUIT 1 BUT <3 WITH PO BOX)	Q1 - Security	Q2 - Past participation	Q3 - # pieces of first class (MAX)	Q4 - Send or Receive using USPS First Class Mail (MAX)	Q5 - What % of payments sent using USPS first class mail vs online (MAX)	Q6 - Income	Q7 - Gender (MAX)	Q8 - Age (MAX) (MAX 2 65+)	Q9 - Employed (MAX) (MAX 2 RETIRED) (MAX 1 UNEMP)	Q10 - Occupation Industry	Q11 - How Many Adults (MAX)	Q12 - Children (MAX)	Q15 - Dues?														
				MUST SAY YES	MUST SAY YES	HOME/PO BOX	MUST SAY NONE	Within 12 months	>12 MONTHS	NEVER	1 to 2	3 to 4	5 to 10	MORE THAN 10	BILLS, INVOICES, or STATEMENTS	PAYMENTS	ADVERTISING or MARKETING	GENERAL MAGAZINES / NEWSPAPERS	GREETING / HOLIDAY B-DAY CARDS	OTHER	90 to 100 MAIL	90 to 89 MAIL	EQUAL	90 to 100 ONLINE	90 to 100 ONLINE	30K-50K 50K-100K 100K+	MALE or FEMALE	18-24 25-34 35-44 45-54 55-64 65+	FULL PART SELF HOMEMAKER STUDENT NOT EMP RETIRED	SPECIFY	1 2 3+	YES or NO	Enjoy Expressing Open to Others Don't Like Group Easier to Agree
1			HI	Y	Y	Y	None		X						X	X	X	X	X	X				Male	55-64	Employed Full Time	2	YES	50-100K				
2			HI	Y	Y	PO	None								X	X	X	X	X	X				Female	65+	Retired	1	NO	Less 50K				
3			HI	Y	Y	Y	None		X						X	X	X	X	X	X				Male	34-44	Self Employed	3	YES	50-100K				
4			AK	Y	Y	Y	None	X							X	X	X	X	X	X				Male	55-64	Employed Full Time	1	NO	100K+				
5			AK	Y	Y	Y	None	None	X						X	X	X	X	X	X				Female	65+	Retired	2	no	50-100K				

Part 2: Business Focus Groups Participant Profiles

USPS 2011 First class Mail-ATLANTA Small Business Group Incentive: \$200.00																			
Friday August 19th @ 7:30 AM Location: FieldWorks - Atlanta Recruit: 12 for 8-10 to show																			
				Q1 - Primary multi-tapping person MUST SAY YES	Q2 - Number of parcels (MAX 2 FOR 1 EMP)	Q3 - Security	Q4 - Type of business (MAX 2 NON-PROFIT)	Q5 - Describe your company (MAX 1 EXCEPT NONE)	Q6 - Past participation	Q7 - Types of services used to send/receive domestic mail	Q8 - Types of mail using USPS First Class	Q9 Send periodicals/newsletters via mail (RECRUIT AT LEAST 1)	Q10 Amount of parcels through USPS first class via mail (MAX)	Q11 Amount of parcels through USPS first class via mail (MAX)	Q12 - How many for postal Service (MAX 2 FOR PREFERRED ACCOUNT)	Q13 - Amount and income in a week (MAX)	Q14 - Amount and income in a week (MAX)	Q15 - TITLE	
Rec	Date	First Name	Last Initial	MUST SAY YES	2<5 10-20 20-50 50-100	MUST SAY NONE	SPECIFY	LETTER SHIP PRINTER PRESORT BUREAU MAIL SERVICE PROVIDER NONE	>12 MONTHS NEVER	FIRST CLASS STANDARD EXPRESS PRIORITY PERIODICAL OTHER	SELLING/GOES or ADVERTISING OR MARKETING TOOLS GENERAL CUSTOMER NOTIFICATIONS INVENTORY/REORDER MAILINGS CARDS OTHER	PERIODICALS NEWSPAPERS	90-100 Mail 60-89 Mail Equal 60-89 Online 90-100 Online	90-100 Mail 60-89 Mail Equal 60-89 Online 90-100 Online	POSTAGE METER PERMIT IMPRINT CORPORATE ACCOUNT PC POSTAGE NONE	<=100 100-250 250-500 500+	<=25 25-100 100+	CEO VP FINANCE VP MARKETING VP OPERATIONS MANAGER ACCOUNTING	
1				Yes	2<5	None	Book Editors		x x	x x x x x x x x	x x x x		60-89% Mail	90-100% Mail	Postage Meter, PC Postage	<=100		CEO	
2				Yes	2<5	None	Retail		x x	x x x x x x x x	x x x x		60-89% Online	90-100% Mail	PC Postage		<=25	Owner	
3				Yes	20-50	None	Restaurant		x x	x x x x	x x	Newspapers	60-89% Mail	90-100% Mail	None		25-100	Owner	
4				Yes	1	None	Financial Services		x x	x x x x x x x x	x x x x x x x x		60-89% Mail	90-89% Mail	Postage Meter	100-250		Owner	
5				Yes	2<5	None	Transportation		x x	x x x x x x x x	x x x x x x x x		60-89% Mail	90-100% Mail	None		25-100	CEO	
6				Yes	5<10	None	Manufacturing		x x	x x x x x x x x	x x x x x x x x		Equal	60-89% Mail	None		25-100	VP	
7				Yes	2<5	None	Retail		x x	x x x x x x x x	x x x x x x x x		60-89% Online	90-100% Online	None		<=25	Owner	
8				Yes	1	None	Healthcare		x x	x x x x x x x x	x x x x x x x x		Equal	Equal	None		100+	Owner	
9				Yes	2<5	None	Manufacturing		x x	x x x x x x x x	x x x x x x x x		60-89% Online	90-89% Online	Postage Meter	<=100		Owner	
10				Yes	10<20	None	Restaurant		x x	x x x x x x x x	x x x x x x x x		Equal	Equal	None		25-100	Owner	

USPS 2011 First class Mail-ATLANTA Small Business Group Incentive: \$200.00																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										</
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USPS 2011 First class Mail-CHICAGO Small Business Group Incentive: \$200.00																			
Tuesday August 16th @ 4:00 PM Location: FieldWorks - O'Hare Recruit: 12 for 8-10 to show																			
				Q1 - Primary multi-tapping person MUST SAY YES	Q2 - Number of parcels (MAX 2 FOR 1 EMP)	Q3 - Security	Q4 - Type of business (MAX 2 NON-PROFIT)	Q5 - Describe your company (MAX 1 EXCEPT NONE)	Q6 - Past participation	Q7 - Types of services used to send/receive domestic mail	Q8 - Types of mail using USPS First Class	Q9 Send periodicals/newsletters via mail (RECRUIT AT LEAST 1)	Q10 Amount of parcels through USPS first class via mail (MAX)	Q11 Amount of parcels through USPS first class via mail (MAX)	Q12 - How many for postal Service (MAX 2 FOR PREFERRED ACCOUNT)	Q13 - Amount and income in a week (MAX)	Q14 - Amount and income in a week (MAX)	Q15 - TITLE	
Rec	Date	First Name	Last Initial					LETTER SHOP PRINTER FREIGHT BUREAU POST OFFICE PROVIDER NONE	1-12 MONTHS NEVER	FIRST CLASS STANDARD EXPRESS PRIORITY PERIODICAL OTHER	TELETYPE TELETYPE PARENTS ADVERTISING MARKETING GENERAL CUSTOMER NOTIFICATIONS SHAREHOLDER MAILINGS FACED OTHER	PERIODICALS NEWSPAPERS	90-100 Mail 60-89 Mail Equal 90-100 Online	90-100 Mail 60-89 Mail Equal 90-100 Online	POSTAGE METER IMPRINT CORPORATE ACCOUNT NONE	PERMIT PC POSTAGE	<=100 250-250 500-500	<=25 25-25 100-100	CEO VP FINANCE VP MARKETING OPERATIONS MANAGER ACCOUNTING
1	8/1			Yes	2<5	None	Financial		x	over 12M	x	x	x	x	x	x	x	x	CEO
2	8/2			Yes	20<50	None	Manufacturing		x	over 12M	x	x	x	x	x	x	x	x	VP Operations
3	8/2			Yes	5<10	None	Not-For-Profit			over 12M									VP Operations
4	8/4			Yes	2<5	None	Professional/Other		x	over 12M	x	x	x	x	x	x	x	x	Accounting
5	8/9			Yes	5<10	None	Wholesale			over 12M	x	x	x	x	x	x	x	x	President
6	8/11			Yes	5<10	None	Manufacturing		x	over 12M	x	x	x	x	x	x	x	x	President
7	8/11			Yes	5<10	None	Retail		x	over 12M	x	x	x	x	x	x	x	x	Owner
8	8/11			Yes	50<100	None	Telecommunications		x	7M	x	x	x	x	x	x	x	x	Manager
9	8/11			Yes	5<10	None	Transportation			over 12M	x	x	x	x	x	x	x	x	VP Operations
10	8/11			Yes	20<50	None	Sales		x	over 12M	x	x	x	x	x	x	x	x	VP of Sales
11	8/15			Yes	5<10	None	Manufacturing			over 12M	x	x	x	x	x	x	x	x	CEO
12	8/16			Yes	5<10	None	Construction			over 12M	x	x	x	x	x	x	x	x	CEO

3

4

4

USPS 2011 First class Mail-SEATTLE Small Business Group Incentive: \$200.00
Wednesday, August 10 @ 6:00 PM Location: FieldWorks Seattle Recruit: 12 for 8-10 to show

Rec	Date	First Name	Last Initial	Q1 - Primary mail/shipping person MUST SAY YES	Q2 - Number of mail/shipping person 2-5 5-10 10-20 20-50 50-100	Q3 - Security MUST SAY NONE	Q4 - Type of business SPECIFY	Q5 - Describe your company (MAX 1 EXCEPT NONE)	Q6 - Past participation	Q7 - Types of services used to send/receive domestic mail	Q8 - Types of mail using USPS First Class	Q9 - Send periodicals/newsletters via mail. (RECRUIT AT LEAST 1)	Q10 - Amount of postage through USPS first class vs online (MAX)	Q11 - Amount of postage through USPS first class vs online (MAX)	Q12 - How many for postal Service (MAX 100)	Q13 - Amount of postage in a week (MAX)	Q14 - Amount of postage in a week (MAX)	Q15 - TITLE
1	8/1			Yes	2-5	none	Utilities		X	X	X	X	X	X	X	X	X	CEO/President
2	8/1			Yes	5-10	None	Professional		X	X	X	X	X	X	X	X	X	CEO/President
3	8/2			Yes	2-5	None	Construction		X	X	X	X	X	X	X	X	X	CEO/President
4	8/2			Yes	2-5	None	Construction		X	X	X	X	X	X	X	X	X	CEO/President
5	8/3			Yes	5-10	None	Financial Services		X	X	X	X	X	X	X	X	X	Senior Financial Advisor
6	8/4			Yes	One	None	Financial Services		X	X	X	X	X	X	X	X	X	CEO/President
7	8/4			Yes	5-10	None	Newspaper Publishing		X	X	X	X	X	X	X	X	X	CEO/President
8	8/4			Yes	2-5	none	Professional		X	X	X	X	X	X	X	X	X	CEO
9	8/4			Yes	2-5	None	Legal		X	X	X	X	X	X	X	X	X	Office Manager
10	8/8			Yes	5-10	None	Distributor		X	X	X	X	X	X	X	X	X	CEO/President
11	8/9			Yes	5-10	None	Estate		X	X	X	X	X	X	X	X	X	CEO/President

USPS 2011 First class Mail-POCATELLO Small Business Group Incentive: \$150.00
Friday August 12th @ 7:30 AM Location: Red Lion - Pocatello Recruit: 10 for 8 to show

Rec	Date	First Name	Last Initial	Q1 - Primary mail/shipping person MUST SAY YES	Q2 - Number of mail/shipping person 2-5 5-10 10-20 20-50 50-100	Q3 - Security MUST SAY NONE	Q4 - Describe your company (MAX 1 EXCEPT NONE)	Q5 - Past participation	Q6 - Types of services used to send/receive domestic mail	Q7 - Types of mail using USPS First Class	Q8 - Send periodicals/newsletters via mail. (RECRUIT AT LEAST 1)	Q9 - Amount of postage through USPS first class vs online (MAX)	Q10 - Amount of postage through USPS first class vs online (MAX)	Q11 - How many for postal Service (MAX 100)	Q12 - Amount of postage in a week (MAX)	Q13 - Amount of postage in a week (MAX)	Q14 - TITLE
1	7/28			Yes	10-20	None	Other Healthcare		X	X	X	X	X	X	X	X	BUSINESS MANAGER
2	7/28			Yes	2-5	None	PROFESSIONAL		X	X	X	X	X	X	X	X	BUSINESS MANAGER
3	7/28			Yes	2-5	None	PROFESSIONAL		X	X	X	X	X	X	X	X	CEOPRESIDENT/OWNER
4	8/2			Yes	5-10	None	RETAIL		X	X	X	X	X	X	X	X	BUSINESS MANAGER
5	8/3			Yes	5-10	None	RETAIL		X	X	X	X	X	X	X	X	BUSINESS MANAGER
6	8/5			Yes	2-5	None	Funeral Home		X	X	X	X	X	X	X	X	CEOPRESIDENT/OWNER
7	8/8			Yes	2-5	None	Manufacturing		X	X	X	X	X	X	X	X	CEO
8	8/10			Yes	5-10	None	Self Storage		X	X	X	X	X	X	X	X	BUSINESS MANAGER
9	8/10			Yes	1	None	Sub Contracting		X	X	X	X	X	X	X	X	CEO/President/Owner
10	8/10			Yes	5-10	None	Not-for-Profit		X	X	X	X	X	X	X	X	Manager

J669839 USPS 2011 Small business ID's-Alaska & Hawaii Incentive: \$100.00 Amazon gift card
Moderator: Kristin Vollrath Recruit: 4-2 in Alaska and 2 in Hawaii

Rec	Date	First Name	Last Initial	State	Q1 - Primary mail/shipping person MUST SAY YES	Q2 - Number of people (MAX)	Q3 - Security MUST SAY NONE	Q4 - Type of business SPECIFY	Q5 - Describe your company (MAX 1 EXCEPT NONE)	Q6 - Types of services used to send/receive domestic mail	Q7 - Types of mail using USPS First Class (MAX)	Q8 - Send periodicals/newsletters via mail. (RECRUIT AT LEAST 1)	Q9 - How many for postal Service (MAX)	Q10 - Amount of postage in a week (MAX)	Q11 - Amount of postage in a week (MAX)	Q12 - TITLE
1	8/12			AK	Yes	20-50	NONE	CONSTRUCTION		X	X	X	X	X	X	MANAGER
2	8/15			AK	Yes	50-100	NONE	Retail		X	X	X	X	X	X	Sales Manager
3	8/15			HA	YES	20-50	NONE	Wholesale		X	X	X	X	X	X	Customer Service Manager
4	8/23			HA	YES	20-50	NONE	Escrow/Title		X	X	X	X	X	X	VP/Controller
5	8/24			ID	YES	5-10	NONE	Newspaper Publishing		X	X	X	X	X	X	Art Director

1 **Appendix C: Moderator's Guides**

2 **Part 1: Business Groups Moderator's Guide**

3 **Objectives**

- 4 • Improve understanding of the various ways **small businesses** would respond to
5 changes to First-Class Mail (e.g., changes in mailing patterns, switching to
6 competitors or other Postal Service products, increased use of online billing /
7 payment, etc.) and local newspapers.
- 8 • Understand why **small businesses** would respond as they do.
- 9 • Assess how **small businesses** would adjust their operations to accommodate
10 changes to First-Class Mail service standards.
- 11 • Assess how difficult **small business** adjustments would be and. Improve
12 understanding of the challenges they would face and how their operations would be
13 affected.
- 14 • Assess perceptions of Postal Service reasons for changes to First-Class Mail
15 service standards.

16 **Introductions & Instructions**

10 minutes

17 Purpose of Focus Groups

- 18 • Opinions / how feel and why.
- 19 • No right or wrong answers.
- 20 • Expect agreement / disagreement
- 21 • Encourage synergism / talk one at a time
- 22 • Recruiting process / source of list / you represent audience
- 23 • How results will be used
- 24 • Tape / others watching
- 25 • Privacy protection / our obligations

26 Business Introductions(s) – Name, company, position in company, industry type, who are
27 your customers – other businesses or consumers

28

1 Current Behaviors

2 Let's start by how your business uses U.S. Postal and other services to send things.

- 3 • How important is mail to running your business? How is it important to your
4 business?
- 5 • How has the importance of or role of mail, mail delivery services, and the U.S.
6 Postal Service changed over recent years?
- 7 • What types of business communications / items does your business routinely send
8 by any means? [PURPOSE GET THEM TO THINK ABOUT THE BUSINESS
9 APPLICATIONS. LIST ON WHITEBOARD / FLIP CHART. PROBE AS
10 NECESSARY BUT AT END ENSURE THERE IS A COMPLETE LIST OF THE
11 APPLICATIONS WE WILL BE DISCUSSING.]
 - 12 ○ Financial transactions
 - 13 ▪ Bills, invoices, statements
 - 14 ▪ Payments
 - 15 ○ General correspondence with customers, clients, etc.
 - 16 ○ Documents
 - 17 ○ Advertising or marketing materials
 - 18 ○ Magazines
 - 19 ○ Newspapers
 - 20 ○ Newsletters
 - 21 ○ Advertising Response Forms
- 22 • Now let's think about how you typically send these items? [AGAIN PURPOSE IS
23 TO GET THEM TO THINK ABOUT ALL THE WAYS THEY SEND BUSINESS
24 COMMUNICATIONS TODAY. LIST ON WHITEBOARD / FLIP CHART. PROBE
25 AS NECESSARY BUT AT END ENSURE THERE IS A COMPLETE LIST OF THE
26 APPLICATIONS WE WILL BE DISCUSSING]
- 27 • Taking each of these different types of business communications, let's talk
28 specifically about how you send them out? [DO EACH APPLICATION
29 SEPARATELY.]
 - 30 ○ How send? For each application provide an estimate of the percent you
31 send by First Class Mail versus some other means. For financial
32 transactions specifically what percent do you do online versus send by mail?
 - 33 ○ What factors determine your choice of how to send these materials? What is
34 the most important factor? What is less important?
 - 35 ○ How has the way(s) in which you send these items changed in recent years?
 - 36 ○ What further changes do you anticipate in the future?
- 37 • Let's now talk about the types of mail you receive at your home?
 - 38 ○ What types of mail do you receive at home that you consider to be time
39 sensitive? That is, you are counting on a specific day of delivery or a
40 specific amount of time between the time it is mailed and the time you
41 receive it.

1 First-Class Mail Service Standards

2 Let's focus specifically on USPS First-Class Mail.

- 3 • First, when I say First-Class Mail, what is it?
 - 4 ○ What are the most important characteristics of First-Class Mail – that is, what
 - 5 are your expectations for First-Class Mail?
- 6 • How important is First-Class Mail to your business?
 - 7 ○ What percentage of all of your mail do you send First-Class Mail?
 - 8 ○ Why do you use First-Class Mail to send items rather than sending them
 - 9 some other way?
- 10 • [WRITTEN EXERCISE. RESPONDENTS COMPLETE GRID IN WRITING,
- 11 MODERATOR READS EACH LINE AND HAVE PARTICIPANTS WRITE IN
- 12 NUMBER OF DAYS FOR EACH ITEM ON EACH LINE.
- 13 • DISCUSS QUESTIONS #1, 4, AND 5.
 - 14 ○ Current Standards: What do you believe are the Postal Service's current
 - 15 service standards? Do you feel they currently meet these standards? Why
 - 16 or why not?
 - 17 ○ Outstanding Standards: What do you believe would be an outstanding level
 - 18 of service for First-Class Mail? How do Outstanding Standards different from
 - 19 what you put for Current Standards? If the Postal Service met those
 - 20 standards would you use First-Class Mail more?
 - 21 ○ Long: What service standards would be long but you would still use First-
 - 22 Class Mail? How do Long Service Standards differ from what you put for
 - 23 Current Standards? What would be your impressions of the Postal Service if
 - 24 the Long Service Standards were the actual standards? If these (long
 - 25 standards) were the Postal Service Standards, would you use First-Class
 - 26 Mail the same as or less than what you currently do?

27 Change to FCM Service standards

40 minutes

28 [PROVIDE PARTICIPANTS WITH WRITTEN STATEMENT OF CHANGES TO FCM
29 SERVICE STANDARDS]

- 30 • IMMEDIATE REACTIONS
 - 31 ○ What are your immediate reactions to this proposal?
 - 32 ○ What are your immediate questions / concerns regarding this proposal?
 - 33 ○ How would this impact your business?
 - 34 ○ How would this impact how you use First-Class Mail? Other Postal Service
 - 35 products / services
- 36 • How would these changes impact what you think about the level and value of
37 services offered by USPS?
 - 38 ○ Specifically, how would you expect this change to impact the way you think
 - 39 the using First-Class Mail to send items. . .
 - 40 ■ Local / intracity / metro market mail

- To locations outside your local area up to 200 miles
 - To locations outside your local market between 200 and 1,000 miles
 - All other locations in the United States
- Now let's go back to each of those applications where you said you use First-Class Mail. And let's talk specifically about the impact of this proposal on each of these aspects of your business? [DO EACH APPLICATION SEPARATELY.]
 - What is the impact of this proposal on this [APPLICATION]?
 - How does it affect / impact the volume of [APPLICATION] that you send?
 - How does it fact the way in which you send [APPLICATION]?
 - What changes are you likely to make in how you send this [APPLICATION] if this proposal is implemented?
- Now let's think about things / items you get by mail. And let's talk specifically about the impact of this proposal on each of these aspects for you.
 - What is the impact of this proposal on these items?
 - Will you need to do anything differently in terms of getting these items when you need them?

Wrap-Up Attitudes toward USPS

10 minutes

- After all of this discussion – If the Postal Service implements this proposal to change First-Class Mail service standards, how will this affect your thoughts about the level and quality of services you currently receive from USPS? How does this proposal affect your perceptions of the USPS brand?

I'd like to have you do one more thing for me. Think about everything we have talked about here and take a minute to write down an answer to this question.

- If you were to write a letter about your feelings regarding this proposed change, who would you write it to and what would you say?

Additional questions from back room.

1 **Part 2: Consumer Groups Moderator's Guide**

2 **Objectives**

- 3 • Improve understanding of the various ways **consumers** would respond to changes
4 to First-Class Mail (e.g., changes in mailing patterns, switching to competitors or
5 other Postal Service products, increased use of online billing / payment, etc.) and
6 local newspapers.
- 7 • Understand why **consumers** would respond as they do.
- 8 • Assess how **consumers** would adjust their routines to accommodate changes to
9 First-Class Mail service standards.
- 10 • Assess perceptions of Postal Service reasons for changes to First-Class Mail
11 service standards.

12 **Introductions & Instructions**

10 minutes

13 Purpose of Focus Groups

- 14 • Opinions / how feel and why.
- 15 • No right or wrong answers.
- 16 • Expect agreement / disagreement
- 17 • Encourage synergism / talk one at a time
- 18 • Recruiting process / source of list / you represent audience
- 19 • How results will be used
- 20 • Tape / others watching
- 21 • Privacy protection / our obligations

22 Consumer Introductions(s) – Name, occupation, where live, how long, household size /
23 composition

24

1 Current Behaviors

2 Let's start by how your household uses U.S. Postal and other services to send things.

- 3 • How important is sending mail to your household?
- 4 • How has the importance of or role of mail, mail delivery services, and the U.S.
- 5 Postal Service changed over recent years?
- 6 • What types of items does your household routinely **send** by any means?
- 7 [PURPOSE GET THEM TO THINK ABOUT THE BUSINESS APPLICATIONS.
- 8 LIST ON WHITEBOARD / FLIP CHART. PROBE AS NECESSARY BUT AT END
- 9 ENSURE THERE IS A COMPLETE LIST OF THE APPLICATIONS WE WILL BE
- 10 DISCUSSING]
- 11 ○ Financial transactions
 - 12 ▪ Payments
- 13 ○ General correspondence e.g., greeting cards.
- 14 ○ Documents
- 15 ○ Responses to direct marketing or advertising materials
- 16 • Now let's think about how you typically send these items? [AGAIN PURPOSE IS
- 17 TO GET THEM TO THINK ABOUT ALL THE WAYS THEY SEND THESE ITEMS
- 18 TODAY. LIST ON WHITEBOARD / FLIP CHART. PROBE AS NECESSARY BUT
- 19 AT END ENSURE THERE IS A COMPLETE LIST OF THE APPLICATIONS WE
- 20 WILL BE DISCUSSING]
- 21 • Taking each of these different types these items, let's talk specifically about how
- 22 you send them out? [DO EACH APPLICATION SEPARATELY.]
- 23 ○ How send?
- 24 ○ What factors determine your choice of how to send these materials? What is
- 25 the most important factor? What is less important?
- 26 ○ How has the way(s) in which you send these items changed in recent years?
- 27 ○ What further changes do you anticipate in the future?
- 28 • Let's now talk about the types of mail you receive at your home?
- 29 ○ What types of mail do you receive at home that you consider to be time
- 30 sensitive? That is, you are counting on a specific day of delivery or a
- 31 specific amount of time between the time it is mailed and the time you
- 32 receive it. Probe for newspapers, Netflix, checks, and medications.

33 First-Class Mail Service Standards

30 minutes

34 Let's focus specifically on USPS First-Class Mail.

- 35 • First, when I say First-Class Mail, what is it?
- 36 ○ What are the most important characteristics of First-Class Mail – that is, what
- 37 are your expectations for First-Class Mail?
- 38 • How important is First-Class Mail to your household?
- 39 ○ What percentage of all of your mail do you send First-Class Mail?

- Why do you use First-Class Mail to send different items rather than sending them some other way?
- [WRITTEN EXERCISE. RESPONDENTS COMPLETE GRID IN WRITING, MODERATOR READS EACH LINE AND HAVE PARTICIPANTS WRITE IN NUMBER OF DAYS FOR EACH ITEM ON EACH LINE.
- DISCUSS QUESTIONS #1, 4, AND 5.
 - Current Standards: What do you believe are the Postal Service's current service standards? Do you feel they currently meet these standards? Why or why not?
 - Outstanding Standards: What do you believe would be an outstanding level of service for First-Class Mail? How do Outstanding Standards differ from what you put for Current Standards? If the Postal Service met those standards would you use First-Class Mail more?
 - Long: What service standards would be long but you would still use First-Class Mail? How do Long Service Standards differ from what you put for Current Standards? What would be your impressions of the Postal Service if the Long Service Standards were the actual standards? If these (long standards) were the Postal Service Standards, would you use First-Class Mail the same as or less than what you currently do?

Change to FCM Service Standards

40 minutes

[PROVIDE PARTICIPANTS WITH WRITTEN STATEMENT OF CHANGES TO FCM SERVICE STANDARDS

HAVE THEM READ INDIVIDUALLY, PUT ?? MARKS NEXT TO ITEMS THAT ARE CONFUSING / DIDN'T UNDERSTAND, CIRCLE THOSE ITEMS THAT REALLY CAUGHT THEIR ATTENTION]

- IMMEDIATE REACTIONS
 - What are your immediate reactions to this proposal?
 - What are your immediate questions / concerns regarding this proposal?
 - How would this impact how your household sends its mail?
 - How would this impact how you use First-Class Mail? Other Postal Service products / services
- How would these changes impact what you think about the level and value of services offered by USPS?
 - Specifically, how would you expect this change to impact the way you think the using First-Class Mail to send items. . .
 - Local / intracity / metro market mail
 - To locations outside your local area up to 200 miles
 - To locations outside your local market between 200 and 1,000 miles
 - All other locations in the United States

- Now let's go back to each of those applications where you said you use First-Class Mail to send these items. And let's talk specifically about the impact of this proposal on each of these aspects for you? [DO EACH APPLICATION SEPARATELY.]
 - What is the impact of this proposal on this [APPLICATION]?
 - How does it affect / impact the volume of [APPLICATION] that you send?
 - How does it affect the way in which you send [APPLICATION]?
 - What changes are you likely to make in how you send this [APPLICATION] if this proposal is implemented?
- Now let's go think about things / items you get by mail. And let's talk specifically about the impact of this proposal on each of these aspects for you.
 - What is the impact of this proposal on these items? Why is that an impact? Follow-up specifically for newspapers, Netflix, checks, and medications if they mentioned these earlier.
 - Will you need to do anything differently in terms of getting these items when you need them?

Wrap-Up Attitudes toward USPS

10 minutes

- After all of this discussion – If the Postal Service implements this proposal to change First-Class Mail Service Standards, how will this affect your thoughts about the level and quality of services you currently receive from USPS? How does it affect your perceptions of the USPS brand?

I'd like to have you do one more thing for me. Think about everything we have talked about here and take a minute to write down an answer to this question.

- If you were to write a letter, call or send an e-mail about your feelings regarding this proposed change, who would you write it to / call and what would you say?

Additional questions from back room.

1 Appendix D: Written Documents Used in Focus Groups

2 Part 1: Written Exercise on First-Class Mail Standards

For each of the following, write in the number of days you feel are the number of days in transit – that is, the number of days it takes from the time you mail an item using First-Class Mail to the time it reaches its destination – corresponding to each of the situations listed below.

Question #	Local Area	Destinations Up to 200 Miles Outside Local Area	Destinations 200 to 1,000 Miles Outside Local Area	Destinations More than 1,000 Miles Outside Local Area
1	What do you believe is the current service standards (days in transit) for First-Class Mail (FCM)?			
2	What service standards would you consider to be unrealistic – that is, the Postal Service would not be able to meet this standard?			
3	What would you consider to be outstanding service standards for FCM?			
4	What service standards would you consider to be long but you would still use FCM to send those items you currently send by FCM?			
5	What service standards would you consider to be too long and you would change the way in which you send those items you currently send by FCM?			

What percent of all of the items we have been talking about do you send using First-Class Mail to each of the following destinations?

	Local Area	Destinations Up to 200 Miles Outside Local Area	Destinations 200 to 1,000 Miles Outside Local Area	Destinations More than 1,000 Miles Outside Local Area
% of all items sent by FCM				

And now using a scale from 0% to 100%, indicate what percentage of all of the items we have been talking about would you send via First-Class Mail instead of using some other means if the service standards were:

	Local Area	Destinations Up to 200 Miles Outside Local Area	Destinations 200 to 1,000 Miles Outside Local Area	Destinations More than 1,000 Miles Outside Local Area
"Outstanding" – i.e., the service standards you put for Question #3.				
"Long" – i.e., the service standards you put for Question #4				
"Too Long" – i.e., the service standards you put for Question #5				

3

4

1 **Part 2: Description of Five-Day Delivery Concept**

2 ***Consumers***

3 Now I am going to provide a description of a proposed change in First Class Mail service
4 from the Postal Service.

5 Service for First-Class Mail reflects a specific standard for mail originating in one location
6 and destinating in another location. In the continental U.S., the service standard for First-
7 Class Mail delivery is 1 to 3 days. Currently,

- 8 • Delivery in the local area is next delivery day.
- 9 • Delivery to destinations outside the local area up to 1,000 miles is 2 days.
- 10 • Delivery to destinations over 1,000 miles within the continental U.S. is 3 days.

11 For those living in Alaska and Hawaii, delivery to anywhere in the continental U.S. is 4
12 days.

13 As a result of declining mail volume, the cost to continue providing this level of service is
14 becoming unsustainable, contributing to major budget deficits for the Postal Service. In the
15 past two years, the Postal Service has had budget deficits of over \$8 billion and expects to
16 have a similar budget deficit this next year. To address the budget deficits, the Postal
17 Service is exploring several changes, including

- 18 • Legislative reform to change government requirements to pre-pay health and
19 pension benefits
- 20 • Eliminating Saturday mail delivery to homes and businesses
- 21 • Closing many small post offices while shifting retail access to alternative locations
22 and channels

23 The Postal Service is also considering revising the service standards for First-Class Mail
24 within the continental U.S.

- 25 • Delivery in your local area now delivered the next delivery day will be delivered on
26 the second day
- 27 • Delivery outside the local area up to 200 miles which now takes 2 days will continue
28 to be delivered on the second day.
- 29 • Delivery to destinations 200 to 1,000 miles which now takes 2 days will take 3 days
- 30 • Delivery to destinations over 1,000 miles which now takes 3 days will continue to
31 take 3 days

32 For those living in Alaska and Hawaii, delivery to anywhere in the continental U.S. will
33 continue to take 4 days.

34 In addition, local Periodical Mail, primarily newspapers, is currently transported along with
35 First-Class Mail. The proposed change will mean that local delivery of this mail now
36 delivered on the next day will be delivered on the second day. All other Periodical Mail
37 delivery schedules will not be affected.

38

1 ***Small Businesses***

2 Now I am going to provide a description of a proposed change in First Class Mail service
3 from the Postal Service.

4 Service for First-Class Mail reflects a specific standard for mail originating in one location
5 and destinating in another location. In the continental U.S., the service standard for First-
6 Class Mail delivery is 1 to 3 days. Currently,

- 7 • Delivery in the local area is next delivery day.
- 8 • Delivery to destinations outside the local area up to 1,000 miles is 2 days.
- 9 • Delivery to destinations over 1,000 miles within the continental U.S. is 3 days.

10 For those living in Alaska and Hawaii, delivery to anywhere in the continental U.S. is 4
11 days.

12 As a result of declining mail volume, the cost to continue providing this level of service is
13 becoming unsustainable, contributing to major budget deficits for the Postal Service. In the
14 past two years, the Postal Service has had budget deficits of over \$8 billion and expects to
15 have a similar budget deficit this next year. To address the budget deficits, the Postal
16 Service is exploring several changes, including

- 17 • Legislative reform to change government requirements to pre-pay health and
18 pension benefits
- 19 • Eliminating Saturday mail delivery to homes and businesses
- 20 • Closing many small post offices while shifting retail access to alternative locations
21 and channels

22 The Postal Service is also considering revising the service standards for First-Class Mail
23 within the continental U.S.

- 24 • Delivery in your local area now delivered the next delivery day will be delivered on
25 the second day
- 26 • Delivery outside the local area up to 200 miles which now takes 2 days will continue
27 to be delivered on the second day.
- 28 • Delivery to destinations 200 to 1,000 miles which now takes 2 days will take 3 days
- 29 • Delivery to destinations over 1,000 miles which now takes 3 days will continue to
30 take 3 days

31 For those living in Alaska and Hawaii, delivery to anywhere in the continental U.S. will
32 continue to take 4 days.

33 In addition, Periodical Mail, such as magazines and newspapers, will be transported along
34 with First-Class Mail. This will change the service standard for Periodical Mail from 1 to 9
35 days to 2 to 9 days. Thus, all Periodical Mail now delivered on the next day will be
36 delivered on the second day.

37 Businesses using bulk First Class, Standard, or Periodical Mail may have access to fewer
38 locations accepting this mail and potentially result in a need to transport this mail to a
39 location different from the one they are currently using.

40 Businesses using Standard Mail may have to transport their bulk mail to another location
41 to take advantage of the available discounts.

Appendix E: In-Depth Interview Guide

Large Commercial Accounts (National and Premier)

Objectives

- Improve understanding of the various ways **large businesses** would respond to changes to First-Class Mail (e.g., changes in mailing patterns, switching to competitors or other Postal Service products, increased use of online billing / payment, etc.) and Periodical Services.
- Understand why **large commercial accounts** would respond as they do.
- Assess how **large companies or high volume mail processors** would adjust their operations to accommodate changes to First-Class Mail service standards.
- Assess how difficult business adjustments would be and improve understanding of the challenges they would face.
- Assess perceptions of Postal Service reasons for changes to First-Class Mail delivery standards.

Interview Types

Industry	# of Interviews	Application Type(s)
Manufacturers / Wholesalers	1	Payment such as dividend check
Retail	3	1 payment 1 direct marketing 1 billing
Printing / Publishing (mix of periodicals and newspapers)	3	At least 1 periodical and 1 newspaper
Financial Services	4	2 direct marketing 1 billing 1 payment
Utilities	3	2 billing 1 payment
Telecommunications	3	1 direct marketing 2 billing
Services – Not-for-Profit	1	Direct marketing
Government	1	Payment
Mail Service Providers	1	Billing
Total		20

1 Background on Participant's Business

5 minutes

- 2 • Name
- 3 • Company
- 4 • Position in company
- 5 • Industry type
- 6 • Who are your customers – other businesses or consumers

7 Current Behaviors

15 minutes

- 8 Let's start by how your business uses U.S. Postal and other services to send [SPECIFIC APPLICATION FOR WHICH THEY WERE RECRUITED].
- 9
- 10 • How do you describe the importance of mail for [SPECIFIC APPLICATION FOR WHICH THEY WERE RECRUITED]? How does this compare between USPS and other carriers – such as Fed Ex or UPS or other ways to distribute (the specific application)?
 - 11
 - 12
 - 13 • How has the importance of or role of mail, mail delivery services, and the U.S. Postal Service as it relates to how you send [SPECIFIC APPLICATION FOR WHICH THEY WERE RECRUITED] changed over recent years?
 - 14
 - 15
 - 16 • For [SPECIFIC APPLICATION FOR WHICH THEY WERE RECRUITED] we will probe for the following information:
 - 17
 - 18 ▪ Important? Yes/No
 - 19 ▪ Why or Why not important?
 - 20 ▪ Examples of mailings in terms of:
 - 21 • Frequency?
 - 22 • Volume? [to the degree a participant is comfortable sharing the information; if won't or can't give actual volume try allocating percent of volume across products / delivery channels]
 - 23
 - 24
 - 25 ▪ How are the mailings sent? Allocate volume by percentage sent through each product / delivery channel.
 - 26
 - 27 ▪ What factors determine your choice of how to send [SPECIFIC APPLICATION]? What is the most important factor? What is less important?
 - 28
 - 29
 - 30 ▪ How has the way(s) in which you send [SPECIFIC APPLICATION] changed in recent years?
 - 31
 - 32 ▪ What further changes do you anticipate in the future?

33 First-Class Mail Standards

15 minutes

- 34 Let's focus specifically on USPS First-Class Mail.
- 35
- 36 • How important is First-Class Mail for [SPECIFIC APPLICATION]?
 - 37 ○ What percentage [SPECIFIC APPLICATION] do you send First-Class Mail?
 - 38 ○ Why do you use First-Class Mail to send different items rather than sending them some other way?
 - 39 • What are the most important characteristics of First-Class Mail – that is, what are your expectations for First-Class Mail?
 - 40
 - 41
 - 42 • Let's discuss shipping standards and expectations for First-Class Mail:

Local Area	Destinations	Destinations 200	Destinations
------------	--------------	------------------	--------------

	Up to 200 Miles Outside Local Area	to 1,000 Miles Outside Local Area	More than 1,000 Miles Outside Local Area
What do you believe is the current delivery standard (days in transit) for First-Class Mail (FCM)?			
What would you consider to be an outstanding delivery standard for FCM?			
What delivery standard would you consider to be long but you would still use FCM to send those items you currently send by FCM?			
What delivery standard would you consider to be too long and you would change the way in which you current send those items you currently send by FCM?			
What delivery standard would you consider to be unrealistic – that is, the Postal Service would not be able to meet this standard?			
On a scale of 0 to 10, how likely would you be to always send items using FCM if Postal Service delivery standards met what you listed for Question #2 – outstanding. “0” means you would never send items using FCM and “10” means you would send everything using FCM.			
On a scale of 0 to 10, how likely would you be to always send items using FCM if Postal Service delivery standards met what you listed for Question #3 – long but would still use. “0” means you would			

never send items using
FCM and “10” means
you would send
everything using FCM.

1 **Change to FCM Delivery Standards** **20 minutes**

2 [PROVIDE PARTICIPANTS WITH WRITTEN STATEMENT OF CHANGES TO FCM DELIVERY
3 STANDARDS]

4 • IMMEDIATE REACTIONS

- 5 ○ What are your immediate reactions to this proposal?
- 6 ○ What are your immediate questions / concerns regarding this proposal?
- 7 ○ How would this impact your business and the way in which you transact your
8 business?
- 9 ○ What types of changes to FCM would you consider to be reasonable?
- 10 ○ What changes would have a significant negative impact on how you run your
11 business and how you things?
- 12 ○ How would this impact how you use First-Class Mail? Other Postal Service products
13 / services?
- 14 ○ Specifically, how would you expect this change to impact the way you think about
15 the amount of in-transit time for sending [SPECIFIC APPLICATION] to / how will
16 this impact your operations / what will you do
 - 17 ▪ Local / intercity / metro market mail
 - 18 ▪ To locations outside your local area up to 200 miles
 - 19 ▪ To locations outside your local market between 200 and 1,000 miles
 - 20 ▪ All other locations in the United States
- 21 • Now let's go back to [SPECIFIC APPLICATION] and your use of First-Class Mail to send
22 [APPLICATION]. And let's talk specifically about the impact of this proposal on if or how
23 you might change your current operations?
 - 24 ○ What is the impact of this proposal on this [APPLICATION]?
 - 25 ▪ How does it affect / impact the volume of [APPLICATION] that you send?
 - 26 ▪ How does it fact the way in which you send [APPLICATION]?
 - 27 ○ What changes are you likely to make in how you send this [APPLICATION] if this
28 proposal is implemented?

29 **Wrap-Up Attitudes toward USPS** **5 minutes**

- 30 • After all of this discussion – If the Postal Service implements this proposal to change First-
31 Class Mail delivery standards, how will this affect your thoughts about the level and quality
32 of services you currently receive from USPS?
- 33 • If you were to write a letter or pick up the phone to call someone about your feelings
34 regarding this proposed change, who would you write it to / call and what would you say?

35 **First Class Mail Change Statement**

36 Now I am going to provide a description of a proposed change in First Class Mail service
37 from the Postal Service.

Service for First-Class Mail reflects a specific standard for mail originating in one location and destinating in another location. In the continental U.S., the service standard for First-Class Mail delivery is 1 to 3 days. Currently,

- Delivery in the local area is next delivery day.
- Delivery to destinations outside the local area up to 1,000 miles is 2 days.
- Delivery to destinations over 1,000 miles within the continental U.S. is 3 days.

For those living in Alaska and Hawaii, delivery to anywhere in the continental U.S. is 4 days.

As a result of declining mail volume, the cost to continue providing this level of service is becoming unsustainable, contributing to major budget deficits for the Postal Service. In the past two years, the Postal Service has had budget deficits of over \$8 billion and expects to have a similar budget deficit this next year. To address the budget deficits, the Postal Service is exploring several changes, including

- Legislative reform to reduce major governmental funding requirements
- Eliminating Saturday mail delivery to homes and businesses
- Closing many small post offices while shifting retail access to alternative locations and channels

The Postal Service is also considering revising the service standards for First-Class Mail within the continental U.S.

- Delivery in your local area now delivered the next delivery day will be delivered on the second day
- Delivery outside the local area up to 200 miles which now takes 2 days will continue to be delivered on the second day.
- Delivery to destinations 200 to 1,000 miles which now takes 2 days will take 3 days
- Delivery to destinations over 1,000 miles which now takes 3 days will continue to take 3 days

For those living in Alaska and Hawaii, delivery to anywhere in the continental U.S. will continue to take 4 days.

In addition, Periodical Mail, such as magazines and newspapers, will be transported along with First-Class Mail. This will change the service standard for Periodical Mail from 1 to 9 days to 2 to 9 days. Thus, all Periodical Mail now delivered on the next day will be delivered on the second day.

Businesses using bulk First Class, Standard, or Periodical Mail may have access to fewer locations accepting this mail and potentially result in a need to transport this mail to a location different from the one you are currently using.

Businesses using Standard Mail may have to transport their bulk mail to another location to take advantage of the available discounts.

VERIFY RESPONDENT HEARD / UNDERSTANDS DESCRIPTION AND WHETHER ANY SECTIONS SHOULD BE RE-READ.

MUST READ / RE-READ VERBATIM. DO NOT PARAPHRASE.

1

2 **Appendix F: Quantitative Survey Instruments**

3 **Part 1: Large Commercial Accounts**

4 **NOTE: DIRECTIONS IN BOLD UPPER CASE ARE PROGRAMMER INSTRUCTIONS; THESE INSTRUCTIONS**
 5 **WILL NOT BE SHOWN TO INTERVIEWERS OR RESPONDENTS.**

6 **INTRODUCTION**

7 **NEWINTRO1**

8 Hello, my name is _____ calling from ORC International on behalf
 9 of the United States Postal Service. May I please speak with the person in your
 10 organization who makes decisions and/or recommendations on how to send **the**
 11 **majority of** your organization's mail? [AS NEEDED: By how to send, I mean
 12 decisions or recommendations as to what Postal Service products to use to
 13 send your organization's mail

- 14 01 CONNECTING (CONTINUE)
- 15 02 RESPONDENT NOT AVAILABLE (SCHEDULE CALLBACK)
- 16 03 REFERRAL PROVIDED (OBTAIN NAME AND PHONE NUMBER, ASK TO BE
- 17 TRANSFERRED AND START OVER)
- 18 05 REQUESTS INFORMATIONAL E-MAIL TO BE SENT (SCHEDULE
- 19 CALLBACK)
- 20 06 REQUESTS INFORMATIONAL FAX TO BE SENT (SCHEDULE CALLBACK)

21 **NEW PERSON ON PHONE**

22 **INTRO2** Hello, my name is _____ calling from ORC International. We have
 23 been commissioned by the United States Postal Service to contact
 24 organizations nationwide to obtain feedback on how organizations may react to
 25 potential changes in USPS services. Your feedback will help ensure that your
 26 voice is heard on this very important subject.

27 First, I have a few questions to ask you to see if you qualify. If you do, we are
 28 offering a \$40 gift card as a token of our appreciation for completing the survey.

29 [AS NEEDED: The survey will take an average of 10 minutes to complete.]

- 30 01 ALLOWS YOU TO CONTINUE (CONTINUE)
- 31 02 RESPONDENT NOT AVAILABLE AT THIS TIME (SCHEDULE CALLBACK)
- 32 03 REFERRAL PROVIDED (OBTAIN NAME AND PHONE NUMBER, ASK TO BE
- 33 TRANSFERRED AND START OVER)
- 34 05 REFUSED (THANK AND CONCLUDE)
- 35 06 REQUESTS INFORMATIONAL E-MAIL TO BE SENT (SCHEDULE
- 36 CALLBACK)
- 37 07 REQUESTS INFORMATIONAL FAX TO BE SENT (SCHEDULE CALLBACK)

38 **SCREENING**

- 1 S2 Are you the person in your business that is primarily responsible for deciding or
2 recommending how to send the majority of your organization's mail?
- 3 01 YES (CONTINUE)
4 02 NO (ASK TO SPEAK WITH PERSON WHO IS RESPONSIBLE AND
5 START OVER)
- 6 S2A **[NATIONAL SAMPLE ONLY]** Have you participated in a survey for the United
7 States Postal Service in the last three months?
- 8 01 YES, DID PREVIOUS USPS SURVEY (ASK TO SPEAK WITH
9 ANOTHER PERSON WHO IS RESPONSIBLE AND START OVER. IF
10 NO OTHER PERSON RESPONSIBLE THEN THANK AND
11 CONCLUDE.)
12 02 NO (CONTINUE)
- 13 S3 Do you or any close family members work in ...
- 14 01 Advertising or Public Relations (**CONTINUE**)
15 02 Market Research (**THANK AND CONCLUDE**)
16 03 Mail or Small Package Delivery (**THANK AND CONCLUDE**)
17 04 NONE OF THE ABOVE (**CONTINUE**)
- 18 S4 Which of the following **best** describes your organization's primary industry?
19 **[READ LIST / ACCEPT SINGLE RESPONSE ONLY]**
- 20 01 Agriculture, Forestry, Fishing and Mining
21 03 Construction
22 04 Manufacturing
23 05 Transportation
24 06 Telecommunications
25 07 Utilities
26 08 Wholesale Trade
27 09 Retail Trade or Mail Order
28 10 Finance, Insurance, or Real Estate
29 11 Newspaper Publishing
30 12 Periodical or Book Publishing
31 13 Services
32 14 Not-for-profit or membership organization
33 15 Government or Public Administration
34 16 Some other industry _____ (SPECIFY)
35 98 DON'T KNOW
36 99 REFUSED
37

- 1 S5 Including yourself, how many people are employed by your company at your
 2 location?
- 3 _____ (RECORD NUMBER OF EMPLOYEES 1 – 9999)
 4 10000 10,000 OR MORE
 5 99998 DON'T KNOW
 6 99999 REFUSED
- 7 S7 Which of the following, if any, has your organization mailed **using the US**
 8 **Postal Service** in the past 12 months?
 9
- 10 **[(READ LIST. WAIT FOR YES OR NO FOR EACH. ENTER ALL MENTIONS)**
 11 **(RANDOMIZE CODES 1 –8]**
- 12 1 Bills, invoices or statements]
 13 2 Payments
 14 3 Advertising or marketing materials including flyers, circulars, catalogs,
 15 etc.
 16 4 General communications including customer notifications, holiday cards,
 17 investor/shareholder mailings, etc.
 18 5 Documents such as reports, contracts, policies, legal papers, etc. etc.
 19 6 Magazines
 20 7 Newspapers
 21 8 Newsletters
 22 97 NONE OF THE ABOVE **(THANK AND CONCLUDE)**
 23 98 DON'T KNOW **(THANK AND CONCLUDE)**
- 24 S7A For which of the following mail applications do you have responsibility for?
 25
- 26 **[(READ LIST. WAIT FOR YES OR NO FOR EACH. ENTER ALL MENTIONS)**
 27 **[RESTORE RESPONSE CATEGORIES FROM S7 THAT ORGANIZATION**
 28 **SENDS]**
- 29 1 Bills, invoices or statements]
 30 2 Payments
 31 3 Advertising or marketing materials including flyers, circulars, catalogs,
 32 etc.
 33 4 General communications including customer notifications, holiday cards,
 34 investor/shareholder mailings, etc.
 35 5 Documents such as reports, contracts, policies, legal papers, etc. etc.
 36 6 Magazines
 37 7 Newspapers
 38 8 Newsletters
 39 97 NONE OF THE ABOVE **(THANK AND CONCLUDE)**
 40 98 DON'T KNOW **(THANK AND CONCLUDE)**
 41
 42

1 MAIN QUESTIONNAIRE

2 Q1 During the **past** 12 months, how many individual pieces of the following did your
3 organization **mail using the U.S. Postal Service?**

4 **(RANDOMIZE A – G IN THE SAME ORDER AS S7, ONLY DISPLAY**
5 **APPLICATIONS SELECTED IN S7A)**
6

	Number of Pieces <u>MAILED</u> in Past 12 Months (Digits)	Number of Pieces <u>MAILED</u> in Past 12 Months (Denomination)
A. Bills, invoices or statements	(RECORD NUMBER UP TO 3 DIGITS)	01 99 or Less 02 Hundred 03 Thousand 04 Million 05 Billion 98 DON'T KNOW
B. Payments	(RECORD NUMBER UP TO 3 DIGITS)	01 99 or Less 02 Hundred 03 Thousand 04 Million 05 Billion 98 DON'T KNOW
C. Advertising or marketing materials including flyers, circulars, catalogs, etc.	(RECORD NUMBER UP TO 3 DIGITS)	01 99 or Less 02 Hundred 03 Thousand 04 Million 05 Billion 98 DON'T KNOW
D. General communications including customer notifications, holiday cards, investor/shareholder mailings, etc.	(RECORD NUMBER UP TO 3 DIGITS)	01 99 or Less 02 Hundred 03 Thousand 04 Million 05 Billion 98 DON'T KNOW
DD. Documents such as reports, contracts, policies, legal papers, etc.	(RECORD NUMBER UP TO 3 DIGITS)	01 99 or Less 02 Hundred 03 Thousand 04 Million 05 Billion 98 DON'T KNOW
E. Magazines	(RECORD NUMBER UP TO 3 DIGITS)	01 99 or Less 02 Hundred 03 Thousand 04 Million 05 Billion 98 DON'T KNOW
F. Newspapers	(RECORD NUMBER UP TO 3 DIGITS)	01 99 or Less 02 Hundred 03 Thousand 04 Million 05 Billion 98 DON'T KNOW

G. Newsletters	(RECORD NUMBER UP TO 3 DIGITS)	01 99 or Less 02 Hundred 03 Thousand 04 Million 05 Billion 98 DON'T KNOW
----------------	-----------------------------------	---

**IF "0" OR DK TO ALL (E.G. ZERO MAIL VOLUME IN PAST 12 MONTHS) IN Q1, THEN
THANK AND CONCLUDE.**

Q2A [ASKIF Q1A > 0] What percent of your **bills, invoices or statements** did you
mail (AS NEEDED: using the U.S. Postal Service) via. .

[INTERVIEWER: IF NONE or "0". PLEASE ENTER "0"]

[INTERVIEWER: IF RESPONDENT SAYS REGULAR MAIL, ENTER % IN
SINGLE-PIECE FIRST-CLASS MAIL CATEGORY]

[PROGRAMMER: SUM TO 100 PERCENT]

___ % USPS Single Piece First-Class Mail
___ % USPS Pre-Sort First-Class Mail
___ % USPS Priority Mail
___ % USPS Express Mail

Q2B [ASKIF Q1B > 0] What percent of your **payments** did you **mail** (AS NEEDED:
using the U.S. Postal Service) via. . .

[INTERVIEWER: IF NONE or "0". PLEASE ENTER "0"]

[INTERVIEWER: IF RESPONDENT SAYS REGULAR MAIL, ENTER % IN
SINGLE-PIECE FIRST-CLASS MAIL CATEGORY]

[PROGRAMMER: SUM TO 100 PERCENT]

___ % USPS Single Piece First-Class Mail
___ % USPS Pre-Sort First-Class Mail
___ % USPS Priority Mail
___ % USPS Express Mail

- 1 Q2C [ASKIF Q1C > 0] What percent of your **advertising or marketing materials** did
 2 you **mail** (AS NEEDED: using the U.S. Postal Service) via. . .
- 3 [INTERVIEWER: IF NONE or "0". PLEASE ENTER "0"]
- 4 [INTERVIEWER: IF RESPONDENT SAYS REGULAR MAIL, ENTER % IN
 5 SINGLE-PIECE FIRST-CLASS MAIL CATEGORY]
- 6 **[PROGRAMMER: SUM TO 100 PERCENT]**
- 7 _____ % USPS Single Piece First-Class Mail
 8 _____ % USPS Pre-Sort First-Class Mail
 9 _____ % USPS Regular Standard/Bulk Mail
 10 _____ % USPS Non-Profit Standard/Bulk Mail
- 11 Q2D [ASKIF Q1D > 0] What percent of your **general communications** including
 12 customer notifications, holiday cards, investor/shareholder mailings, etc. did you
 13 **mail** (AS NEEDED: using the U.S. Postal Service) via. . .
- 14 [INTERVIEWER: IF NONE or "0". PLEASE ENTER "0"]
- 15 [INTERVIEWER: IF RESPONDENT SAYS REGULAR MAIL, ENTER % IN
 16 SINGLE-PIECE FIRST-CLASS MAIL CATEGORY]
- 17 **[PROGRAMMER: SUM TO 100 PERCENT]**
- 18 _____ % USPS Single Piece First-Class Mail
 19 _____ % USPS Pre-Sort First-Class Mail
 20 _____ % USPS Priority Mail
 21 _____ % USPS Express Mail
- 22 Q2DD [ASKIF Q1DD > 0] What percent of your **documents** such as reports,
 23 contracts, policies, legal papers, etc. did you **mail** (AS NEEDED: using the U.S.
 24 Postal Service) via. . .
- 25 [INTERVIEWER: IF NONE or "0". PLEASE ENTER "0"]
- 26 [INTERVIEWER: IF RESPONDENT SAYS REGULAR MAIL, ENTER % IN
 27 SINGLE-PIECE FIRST-CLASS MAIL CATEGORY]
- 28 **[PROGRAMMER: SUM TO 100 PERCENT]**
- 29 _____ % USPS Single Piece First-Class Mail
 30 _____ % USPS Pre-Sort First-Class Mail
 31 _____ % USPS Priority Mail
 32 _____ % USPS Express Mail
 33

1 Q2E [ASKIF Q1E > 0] What percent of your **magazines** did you **mail** (AS NEEDED:
2 using the U.S. Postal Service) via. . .

3 [INTERVIEWER: IF NONE or "0". PLEASE ENTER "0"]

4 [INTERVIEWER: IF RESPONDENT SAYS REGULAR MAIL, ENTER % IN
5 SINGLE-PIECE FIRST-CLASS MAIL CATEGORY]

6 **[PROGRAMMER: SUM TO 100 PERCENT]**

7 _____ % USPS Regular Periodical Mail
8 _____ % USPS Non-Profit Periodical Mail
9 _____ % USPS Regular Standard/Bulk Mail
10 _____ % USPS Non-Profit Standard/Bulk Mail

11 Q2F [ASKIF Q1F > 0] What percent of your **newspapers** did you **mail** (AS
12 NEEDED: using the U.S. Postal Service) via. . .

13 [INTERVIEWER: IF NONE or "0". PLEASE ENTER "0"]

14 [INTERVIEWER: IF RESPONDENT SAYS REGULAR MAIL, ENTER % IN
15 SINGLE-PIECE FIRST-CLASS MAIL CATEGORY]

16 **[PROGRAMMER: SUM TO 100 PERCENT]**

17 _____ % USPS Regular Periodical Mail
18 _____ % USPS Non-Profit Periodical Mail
19 _____ % USPS Regular Standard/Bulk Mail
20 _____ % USPS Non-Profit Standard/Bulk Mail

21 Q2G [ASKIF Q1G > 0] What percent of your **newsletters** did you **mail** (AS
22 NEEDED: using the U.S. Postal Service) via. . .

23 [INTERVIEWER: IF NONE or "0". PLEASE ENTER "0"]

24 [INTERVIEWER: IF RESPONDENT SAYS REGULAR MAIL, ENTER % IN
25 SINGLE-PIECE FIRST-CLASS MAIL CATEGORY]

26 **[PROGRAMMER: SUM TO 100 PERCENT]**

27 _____ % USPS Single Piece First-Class Mail
28 _____ % USPS Pre-Sort First-Class Mail
29 _____ % USPS Regular Standard/Bulk Mail
30 _____ % USPS Non-Profit Standard/Bulk Mail
31 _____ % USPS Regular Periodical Mail
32 _____ % USPS Non-Profit Periodical Mail
33

Q2K [ASK IF AT LEAST ONE RESPONSE TO Q2A TO Q2G >0% FOR SINGLE
PIECE FIRST CLASS MAIL OR PRE-SORT FIRST-CLASS MAIL]

What percent of the First-Class Mail that you mail using the U.S. Postal Service
has as its destination. . .

[INTERVIEWER: IF NONE or "0". PLEASE ENTER "0"]

[PROGRAMMER: SUM TO 100 PERCENT]

- ___ % within the Local Area
- ___ % Within 200 miles of your local area
- ___ % From 200 miles to 1,000 miles of your local area
- ___ % More than 1,000 miles from your local area

Q1_2012 In **2012**, how many individual pieces of the following do you anticipate your
organization will **mail using the U.S. Postal Service?**

**(RANDOMIZE A – G IN THE SAME ORDER AS S7, ONLY DISPLAY
APPLICATIONS SELECTED IN S7)**

	Number of Pieces Will Mail in 2012 (Digits)	Number of Pieces Will Mail in 2012 (Denomination)
A. Bills, invoices or statements	(RECORD NUMBER UP TO 3 DIGITS)	01 99 or Less 02 Hundred 03 Thousand 04 Million 05 Billion 98 DON'T KNOW
B. Payments	(RECORD NUMBER UP TO 3 DIGITS)	01 99 or Less 02 Hundred 03 Thousand 04 Million 05 Billion 98 DON'T KNOW
C. Advertising or marketing materials including flyers, circulars, catalogs, etc.	(RECORD NUMBER UP TO 3 DIGITS)	01 99 or Less 02 Hundred 03 Thousand 04 Million 05 Billion 98 DON'T KNOW
D. General communications including customer notifications, holiday cards, investor/shareholder mailings, etc.	(RECORD NUMBER UP TO 3 DIGITS)	01 99 or Less 02 Hundred 03 Thousand 04 Million 05 Billion 98 DON'T KNOW
DD. Documents such as reports, contracts, policies, legal papers, etc.	(RECORD NUMBER UP TO 3 DIGITS)	01 99 or Less 02 Hundred 03 Thousand 04 Million 05 Billion 98 DON'T KNOW

E. Magazines	(RECORD NUMBER UP TO 3 DIGITS)	01 99 or Less 02 Hundred 03 Thousand 04 Million 05 Billion 98 DON'T KNOW
F. Newspapers	(RECORD NUMBER UP TO 3 DIGITS)	01 99 or Less 02 Hundred 03 Thousand 04 Million 05 Billion 98 DON'T KNOW
G. Newsletters	(RECORD NUMBER UP TO 3 DIGITS)	01 99 or Less 02 Hundred 03 Thousand 04 Million 05 Billion 98 DON'T KNOW

PROGRAMMER NOTE: CREATE VARIABLE (TOTAL_VOLUME_BEFORE) THAT SUMS UP AMOUNTS ENTERED FOR Q1A_2012 TO Q1G_2012.

Q2A_2012 [ASKIF Q1A_2012 > 0] In 2012, what percent of your **bills, invoices or statements** do you anticipate you will **mail** (AS NEEDED: using the U.S. Postal Service) via. . .

[INTERVIEWER: IF NONE or "0". PLEASE ENTER "0"]

[INTERVIEWER: IF RESPONDENT SAYS REGULAR MAIL, ENTER % IN SINGLE-PIECE FIRST-CLASS MAIL CATEGORY]

[PROGRAMMER: SUM TO 100 PERCENT]

___ % USPS Single Piece First-Class Mail
___ % USPS Pre-Sort First-Class Mail
___ % USPS Priority Mail
___ % USPS Express Mail

Q2B_2012 [ASKIF Q1B_2012 > 0] In 2012, what percent of your **payments** do you anticipate you will **mail** (AS NEEDED: using the U.S. Postal Service) via. . .

[INTERVIEWER: IF NONE or "0". PLEASE ENTER "0"]

[INTERVIEWER: IF RESPONDENT SAYS REGULAR MAIL, ENTER % IN SINGLE-PIECE FIRST-CLASS MAIL CATEGORY]

[PROGRAMMER: SUM TO 100 PERCENT]

___ % USPS Single Piece First-Class Mail
___ % USPS Pre-Sort First-Class Mail
___ % USPS Priority Mail
___ % USPS Express Mail

1 Q2C_2012[ASKIF Q1C_2012 > 0] In 2012, what percent of your **advertising or marketing**
2 **materials** do you anticipate you will **mail** (AS NEEDED: using the U.S. Postal
3 Service) via. . .

4 [INTERVIEWER: IF NONE or "0". PLEASE ENTER "0"]

5 [INTERVIEWER: IF RESPONDENT SAYS REGULAR MAIL, ENTER % IN
6 SINGLE-PIECE FIRST-CLASS MAIL CATEGORY]

7 **[PROGRAMMER: SUM TO 100 PERCENT]**

8 _____ % USPS Single Piece First-Class Mail
9 _____ % USPS Pre-Sort First-Class Mail
10 _____ % USPS Regular Standard/Bulk Mail
11 _____ % USPS Non-Profit Standard/Bulk Mail

12 Q2D_2012[ASKIF Q1D_2012 > 0] In 2012, what percent of your **general communications**
13 including customer notifications, holiday cards, investor/shareholder mailings,
14 etc. do you anticipate you will **mail** (AS NEEDED: using the U.S. Postal Service)
15 via. . .

16 [INTERVIEWER: IF NONE or "0". PLEASE ENTER "0"]

17 [INTERVIEWER: IF RESPONDENT SAYS REGULAR MAIL, ENTER % IN
18 SINGLE-PIECE FIRST-CLASS MAIL CATEGORY]

19 **[PROGRAMMER: SUM TO 100 PERCENT]**

20 _____ % USPS Single Piece First-Class Mail
21 _____ % USPS Pre-Sort First-Class Mail
22 _____ % USPS Priority Mail
23 _____ % USPS Express Mail

24 Q2DD_2012 [ASKIF Q1DD_2012 > 0] In 2012, what percent of your **documents** such as
25 reports, contracts, policies, legal papers, etc. do you anticipate you will **mail** (AS
26 NEEDED: using the U.S. Postal Service) via. . .

27 [INTERVIEWER: IF NONE or "0". PLEASE ENTER "0"]

28 [INTERVIEWER: IF RESPONDENT SAYS REGULAR MAIL, ENTER % IN
29 SINGLE-PIECE FIRST-CLASS MAIL CATEGORY]

30 **[PROGRAMMER: SUM TO 100 PERCENT]**

31 _____ % USPS Single Piece First-Class Mail
32 _____ % USPS Pre-Sort First-Class Mail
33 _____ % USPS Priority Mail
34 _____ % USPS Express Mail
35

1 Q2E_2012 [ASKIF Q1E_2012 > 0] In 2012, what percent of your **magazines** do you
2 anticipate you will **mail** (AS NEEDED: using the U.S. Postal Service) via. . .

3 [INTERVIEWER: IF NONE or "0". PLEASE ENTER "0"]

4 [INTERVIEWER: IF RESPONDENT SAYS REGULAR MAIL, ENTER % IN
5 SINGLE-PIECE FIRST-CLASS MAIL CATEGORY]

6 **[PROGRAMMER: SUM TO 100 PERCENT]**

7 _____ % USPS Regular Periodical Mail
8 _____ % USPS Non-Profit Periodical Mail
9 _____ % USPS Regular Standard/Bulk Mail
10 _____ % USPS Non-Profit Standard/Bulk Mail

11 Q2F_2012 [ASKIF Q1F_2012 > 0] In 2012, what percent of your **newspapers** do you
12 anticipate you will **mail** (AS NEEDED: using the U.S. Postal Service) via. . .

13 [INTERVIEWER: IF NONE or "0". PLEASE ENTER "0"]

14 [INTERVIEWER: IF RESPONDENT SAYS REGULAR MAIL, ENTER % IN
15 SINGLE-PIECE FIRST-CLASS MAIL CATEGORY]

16 **[PROGRAMMER: SUM TO 100 PERCENT]**

17 _____ % USPS Regular Periodical Mail
18 _____ % USPS Non-Profit Periodical Mail
19 _____ % USPS Regular Standard/Bulk Mail
20 _____ % USPS Non-Profit Standard/Bulk Mail

21 Q2G_2012 [ASKIF Q1G_2012 > 0] In 2012, what percent of your **newsletters** did do you
22 anticipate you will **mail** (AS NEEDED: using the U.S. Postal Service) via. . .

23 [INTERVIEWER: IF NONE or "0". PLEASE ENTER "0"]

24 [INTERVIEWER: IF RESPONDENT SAYS REGULAR MAIL, ENTER % IN
25 SINGLE-PIECE FIRST-CLASS MAIL CATEGORY]

26 **[PROGRAMMER: SUM TO 100 PERCENT]**

27 _____ % USPS Single Piece First-Class Mail
28 _____ % USPS Pre-Sort First-Class Mail
29 _____ % USPS Regular Standard/Bulk Mail
30 _____ % USPS Non-Profit Standard/Bulk Mail
31 _____ % USPS Regular Periodical Mail
32 _____ % USPS Non-Profit Periodical Mail
33

1 **First-Class Mail Service Standards Description-Commercial**

2 The Postal Service is considering the following service standards for First-Class Mail.

3 For First-Class Mail that is dropped at a retail facility, placed in a collection box, placed in
4 the customer's own mailbox or given to a letter carrier, service will be as follows:.

- 5 1. Delivery in the local area will be delivered on the second day.
- 6 2. Delivery outside the local area up to 200 miles will be delivered on the second day.
- 7 3. Delivery to destinations over 200 miles will be delivered in 3 days
- 8 4. For those living in Alaska and Hawaii, delivery to anywhere in the continental U.S.
9 will be delivered in 4 days as is currently being done.
- 10 5. For those living in Guam, delivery to anywhere in the continental U.S. will be
11 delivered in 5 days as is currently being done.

12 For First Class mailers who presort their volume to the destinating service area of the plant
13 and enter the mail prior to a Critical Entry Time of 8 am, the First-Class Mail will be
14 delivered the next day. For First Class mailers who presort their volumes to the
15 destinating service area of the plant and palletize the mail by Five-digit ZIP Codes and
16 also enter the First-Class Mail prior to a Critical Entry Time of 12 noon, the First-Class Mail
17 will be delivered the next day. Other First Class mail volume not requiring delivery the
18 next day and for the 2 and 3 day service area may be entered throughout the afternoon
19 prior to the plants established network critical entry time.

20 For First-Class Mail delivered under a Caller Service program, the processing operations
21 at the destinating plants will likely increase the frequency of the mail being available for
22 pick-up, resulting in earlier availability of mail than is currently possible based on existing
23 processing windows. There may be some changes required for caller service at facilities
24 that are closing which may include relocating caller service collection points.

25 In addition, local Periodical Mail, primarily newspapers, which are presorted to the
26 destinating service area and entered prior to the Critical Entry Time of 8 am, will be
27 delivered the next day.

28 Periodical mailers who presort their volumes to the destinating service area of the plant
29 and palletize the mail by Five-digit ZIP Codes and also enter prior to a Critical Entry Time
30 of 12 noon, will be delivered the next day. Other Periodical mail volume not requiring
31 delivery the next day and for the 2 and 3 day service area may be entered throughout the
32 afternoon prior to the plants established network critical entry time. Other origin entered
33 Periodical Mail for which the delivery schedule is tied to the First Class service standard
34 may be delivered one day later than currently exists.

35 Commercial organizations using bulk First-Class Mail, Standard Mail or Periodical Mail
36 may have fewer locations at which they can deposit their mail and this may result in a
37 need to transport this mail to a location different from the one they are currently using.

38 However, there is also the potential that these mailers may be able to achieve improved
39 transportation efficiencies since the service areas of these facilities may be larger than
40 they are currently. For example, if a mailer currently sends mail to two facilities which are
41 consolidated to one, this can allow the mailer to prepare a larger mailing for deposit at the
42 consolidated site, resulting in a reduction in the required transportation.

43 **VERIFY RESPONDENT HEARD / UNDERSTANDS DESCRIPTION AND WHETHER**
44 **ANY SECTIONS SHOULD BE RE-READ.**

1
2 **MUST READ / RE-READ VERBATIM. DO NOT PARAPHRASE.**

3 INTRO For these next questions, please answer based on the assumption that the First-
4 Class Mail service standards I have just described will be in place in 2012.

5 Q3 You indicated that the **total volume of mail** that you would **mail** in 2012 through
6 the Postal Service would be [RESTORE TOTAL NUMBER OF PIECES
7 (TOTAL_VOLUME_BEFORE)].

8
9 What is the likelihood that the First-Class Mail service standards that I have just
10 described will cause your organization to **modify the number of individual**
11 **pieces of mail your organization will mail in 2012?**

12
13 Please answer using a scale from 0 to 10, where "10" means extremely likely
14 and a "0" means extremely unlikely.

15 10 Extremely likely
16 9
17 8
18 7
19 6
20 5
21 4
22 3
23 2
24 1
25 0 Extremely unlikely
26 99 DON'T KNOW / REFUSED

27 Q4 And what is the likelihood that the First-Class Mail service standards that I have
28 just described will cause your organization to **modify the way your**
29 **organization mails different items in 2012?**

30
31 Please answer using a scale from 0 to 10, where "10" means extremely likely
32 and a "0" means extremely unlikely.

33 10 Extremely likely
34 9
35 8
36 7
37 6
38 5
39 4
40 3
41 2
42 1
43 0 Extremely unlikely
44 99 DON'T KNOW / REFUSED

45 **PROGRAMMING NOTE: IF RESPONSES TO Q3 AND Q4 ARE BOTH 0 or DK, SKIP**
46 **TO CLOSING**

1 Q5A [ASKIF Q1A_2012 > 0 AND Q3 > 0] You indicated that you anticipate your
 2 organization will **mail** [INSERT AMOUNT FROM Q1A_2012] **bills, invoices or**
 3 **statements** in 2012.

4
 5 How many **bills, invoices, or statements** do you anticipate **mailing** (AS
 6 NEEDED: using the U.S. Postal Service) in 2012 under the First-Class Mail
 7 service standards that I have described?

8 [IF "0" OR "NONE" CONFIRM: You mean you would no longer **mail** any **bills,**
 9 **invoices, or statements** by any means at all?]

(RECORD NUMBER UP TO 3 DIGITS) [IF 0, SKIP TO INSTRUCTION BEFORE Q6A]	01 99 or Less 02 Hundred 03 Thousand 04 Million 05 Billion 98 DON'T KNOW
---	---

10 Q5B [ASKIF Q1A_2012 > 0 AND Q4 > 0] You indicated that in 2012 you anticipate
 11 your organization will **mail** your **bills, invoices or statements** as follows:

12
 13 RESTORE PERCENT DISTRIBUTION FROM Q2A_2012

14
 15 What percent of your **bills, invoices or statements** do you anticipate you will
 16 **mail** (AS NEEDED: using the U.S. Postal Service) under the proposed First-
 17 Class Mail Standards I have described via. . .

18 [INTERVIEWER: IF NONE or "0". PLEASE ENTER "0"]

19 [INTERVIEWER: IF RESPONDENT SAYS REGULAR MAIL, ENTER % IN
 20 SINGLE-PIECE FIRST-CLASS MAIL CATEGORY]

21 **[PROGRAMMER: SUM TO 100 PERCENT]**

22 _____ % USPS Single Piece First-Class Mail
 23 _____ % USPS Pre-Sort First-Class Mail
 24 _____ % USPS Priority Mail
 25 _____ % USPS Express Mail

26 Q6A [ASKIF Q1B_2012 > 0 AND Q3 > 0] You indicated that you anticipate your
 27 organization will **mail** [INSERT AMOUNT FROM Q1B_2012] **payments** in 2012.

28
 29 How many **payments** do you anticipate **mailing** (AS NEEDED: using the U.S.
 30 Postal Service) in 2012 under the First-Class Mail service standards that I have
 31 described?

32 [IF "0" OR "NONE" CONFIRM: You mean you would no longer **mail** any
 33 **payments** by any means at all?]

_____ (RECORD NUMBER UP TO 3 DIGITS) [IF 0, SKIP TO INSTRUCTION BEFORE Q7A]	01	99 or Less
	02	Hundred
	03	Thousand
	04	Million
	05	Billion
	98	DON'T KNOW

Q6B [ASKIF Q1B_2012 > 0 AND Q4 > 0] You indicated that in 2012 you anticipate your organization will **mail** your **payments** as follows:

RESTORE PERCENT DISTRIBUTION FROM Q2B_2012

What percent of your **payments** do you anticipate you will **mail** (AS NEEDED: using the U.S. Postal Service) under the proposed First-Class Mail Standards I have described via. . .

[INTERVIEWER: IF NONE or "0". PLEASE ENTER "0"]

[INTERVIEWER: IF RESPONDENT SAYS REGULAR MAIL, ENTER % IN SINGLE-PIECE FIRST-CLASS MAIL CATEGORY]

[PROGRAMMER: SUM TO 100 PERCENT]

_____ % USPS Single Piece First-Class Mail
 _____ % USPS Pre-Sort First-Class Mail
 _____ % USPS Priority Mail
 _____ % USPS Express Mail

Q7A ASKIF Q1C_2012 > 0 AND Q3 > 0] You indicated that you anticipate your organization will **mail** [INSERT AMOUNT FROM Q1C_2012] **advertising and marketing materials** in 2012.

How many **advertising and marketing materials** do you anticipate **mailing** (AS NEEDED: using the U.S. Postal Service) in 2012 under the First-Class Mail service standards that I have described?

[IF "0" OR "NONE" CONFIRM: You mean you would no longer **mail** any **advertising and marketing materials** by any means at all?]

_____ (RECORD NUMBER UP TO 3 DIGITS) [IF 0, SKIP TO INSTRUCTION BEFORE Q8A]	01	99 or Less
	02	Hundred
	03	Thousand
	04	Million
	05	Billion
	98	DON'T KNOW

1 Q7B [ASKIF Q1C_2012 > 0 > 0 AND Q4 > 0] You indicated that in 2012 you
 2 anticipate your organization will **mail** your **advertising and marketing**
 3 **materials** as follows:
 4
 5 RESTORE PERCENT DISTRIBUTION FROM Q2C_2012
 6
 7 What percent of your **advertising and marketing materials** do you anticipate
 8 you will **mail** (AS NEEDED: using the U.S. Postal Service) under the proposed
 9 First-Class Mail Standards I have described via. . .

10 [INTERVIEWER: IF NONE or "0". PLEASE ENTER "0"]

11 [INTERVIEWER: IF RESPONDENT SAYS REGULAR MAIL, ENTER % IN
 12 SINGLE-PIECE FIRST-CLASS MAIL CATEGORY]

13 **[PROGRAMMER: SUM TO 100 PERCENT]**

14 _____ % USPS Single Piece First-Class Mail
 15 _____ % USPS Pre-Sort First-Class Mail
 16 _____ % USPS Regular Standard/Bulk Mail
 17 _____ % USPS Non-Profit Standard/Bulk Mail

18 Q8A ASKIF Q1D_2012 > 0 AND Q3 > 0] You indicated that you anticipate your
 19 organization will **mail** [INSERT AMOUNT FROM Q1D_2012] **general**
 20 **communications** in 2012.

21
 22 How many **general communications** do you anticipate **mailing** (AS NEEDED:
 23 using the U.S. Postal Service) in 2012 under the First-Class Mail service
 24 standards that I have described?

25 [IF "0" OR "NONE" CONFIRM: You mean you would no longer **mail** any
 26 **general communications** by any means at all?]

<p>(RECORD NUMBER UP TO 3 DIGITS) [IF 0, SKIP TO INSTRUCTION BEFORE Q8C]</p>	<p>01 99 or Less 02 Hundred 03 Thousand 04 Million 05 Billion 98 DON'T KNOW</p>
--	--

27 Q8B [ASKIF Q1D_2012 > 0 > 0 AND Q4 > 0] You indicated that in 2012 you
 28 anticipate your organization will **mail** your **general communications** as follows:

29
 30 RESTORE PERCENT DISTRIBUTION FROM Q2D_2012

31
 32 What percent of your **general communications** do you anticipate you will **mail**
 33 (AS NEEDED: using the U.S. Postal Service) under the proposed First-Class
 34 Mail Standards I have described via. . .

35 [INTERVIEWER: IF NONE or "0". PLEASE ENTER "0"]

[INTERVIEWER: IF RESPONDENT SAYS REGULAR MAIL, ENTER % IN SINGLE-PIECE FIRST-CLASS MAIL CATEGORY]

[PROGRAMMER: SUM TO 100 PERCENT]

____ % USPS Single Piece First-Class Mail
 ____ % USPS Pre-Sort First-Class Mail
 ____ % USPS Priority Mail
 ____ % USPS Express Mail

Q8C ASKIF Q1DD_2012 > 0 AND Q3 > 0] You indicated that you anticipate your organization will **mail** [INSERT AMOUNT FROM Q1DD_2012] **documents** in 2012.

How many **documents** do you anticipate **mailing** (AS NEEDED: using the U.S. Postal Service) in 2012 under the First-Class Mail service standards that I have described?

[IF "0" OR "NONE" CONFIRM: You mean you would no longer **mail** any **documents** by any means at all?]

(RECORD NUMBER
UP TO 3 DIGITS)
[IF 0, SKIP TO INSTRUCTION BEFORE Q9A]

01 99 or Less
 02 Hundred
 03 Thousand
 04 Million
 05 Billion
 98 DON'T KNOW

Q8D [ASKIF Q1DD_2012 > 0 > 0 AND Q4 > 0] You indicated that in 2012 you anticipate your organization will **mail** your **documents** as follows:

RESTORE PERCENT DISTRIBUTION FROM Q2DD_2012

What percent of your **documents** do you anticipate you will **mail** (AS NEEDED: using the U.S. Postal Service) under the proposed First-Class Mail Standards I have described via. . .

[INTERVIEWER: IF NONE or "0". PLEASE ENTER "0"]

[INTERVIEWER: IF RESPONDENT SAYS REGULAR MAIL, ENTER % IN SINGLE-PIECE FIRST-CLASS MAIL CATEGORY]

[PROGRAMMER: SUM TO 100 PERCENT]

____ % USPS Single Piece First-Class Mail
 ____ % USPS Pre-Sort First-Class Mail
 ____ % USPS Priority Mail
 ____ % USPS Express Mail

1 Q9A ASKIF Q1E_2012 > 0 AND Q3 > 0] You indicated that you anticipate your
2 organization will **mail** [INSERT AMOUNT FROM Q1E_2012] **magazines** in 2012.

3
4 How many **magazines** do you anticipate **mailing** (AS NEEDED: using the U.S.
5 Postal Service) in 2012 under the First-Class Mail service standards that I have
6 described?

7 [IF "0" OR "NONE" CONFIRM: You mean you would no longer **mail** any
8 **magazines** by any means at all?]

_____ (RECORD NUMBER UP TO 3 DIGITS) [IF 0, SKIP TO INSTRUCTION BEFORE Q10A]	01 99 or Less 02 Hundred 03 Thousand 04 Million 05 Billion 98 DON'T KNOW
---	---

9 Q9B [ASKIF Q1E_2012 > 0 > 0 AND Q4 > 0] You indicated that in 2012 you
10 anticipate your organization will **mail** your **magazines** as follows:

11
12 RESTORE PERCENT DISTRIBUTION FROM Q2E_2012

13
14 What percent of your **magazines** do you anticipate you will **mail** (AS NEEDED:
15 using the U.S. Postal Service) under the proposed First-Class Mail Standards I
16 have described via. . .

17 [INTERVIEWER: IF NONE or "0". PLEASE ENTER "0"]

18 [INTERVIEWER: IF RESPONDENT SAYS REGULAR MAIL, ENTER % IN
19 SINGLE-PIECE FIRST-CLASS MAIL CATEGORY]

20 [PROGRAMMER: SUM TO 100 PERCENT]

21 _____ % USPS Regular Periodical Mail
22 _____ % USPS Non-Profit Periodical Mail
23 _____ % USPS Regular Standard/Bulk Mail
24 _____ % USPS Non-Profit Standard/Bulk Mail
25

1 Q10A ASKIF Q1F_2012 > 0 AND Q3 > 0] You indicated that you anticipate your
 2 organization will **mail** [INSERT AMOUNT FROM Q1F_2012] **newspapers** in
 3 2012.

4
 5 How many **newspapers** do you anticipate **mailing** (AS NEEDED: using the
 6 U.S. Postal Service) in 2012 under the First-Class Mail service standards that I
 7 have described?

8 [IF "0" OR "NONE" CONFIRM: You mean you would no longer **mail** any
 9 **newspapers** by any means at all?]

(RECORD NUMBER UP TO 3 DIGITS) [IF 0, SKIP TO INSTRUCTION BEFORE Q11A]	01 99 or Less 02 Hundred 03 Thousand 04 Million 05 Billion 98 DON'T KNOW
--	---

10 Q10B [ASKIF Q1F_2012 > 0 > 0 AND Q4 > 0] You indicated that in 2012 you anticipate
 11 your organization will **mail** your **newspapers** as follows:

12
 13 RESTORE PERCENT DISTRIBUTION FROM Q2F_2012

14
 15 What percent of your **newspapers** do you anticipate you will **mail** (AS
 16 NEEDED: using the U.S. Postal Service) under the proposed First-Class Mail
 17 Standards I have described via. . .

18 [INTERVIEWER: IF NONE or "0". PLEASE ENTER "0"]

19 [INTERVIEWER: IF RESPONDENT SAYS REGULAR MAIL, ENTER % IN
 20 SINGLE-PIECE FIRST-CLASS MAIL CATEGORY]

21 **[PROGRAMMER: SUM TO 100 PERCENT]**

22 _____ % USPS Regular Periodical Mail
 23 _____ % USPS Non-Profit Periodical Mail
 24 _____ % USPS Regular Standard/Bulk Mail
 25 _____ % USPS Non-Profit Standard/Bulk Mail

26 Q11A ASKIF Q1G_2012 > 0 AND Q3 > 0] You indicated that you anticipate your
 27 organization will **mail** [INSERT AMOUNT FROM Q1G_2012] **newsletters** in
 28 2012.

29
 30 How many **newsletters** do you anticipate **mailing** (AS NEEDED: using the U.S.
 31 Postal Service) in 2012 under the First-Class Mail service standards that I have
 32 described?

33 [IF "0" OR "NONE" CONFIRM: You mean you would no longer **mail** any
 34 **newsletters** by any means at all?]

(RECORD NUMBER
UP TO 3 DIGITS)
[IF 0, SKIP TO Q12A]

01 99 or Less
02 Hundred
03 Thousand
04 Million
05 Billion
98 DON'T KNOW

Q11B [ASKIF Q1G_2012 > 0 > 0 AND Q4 > 0] You indicated that in 2012 you anticipate your organization will **mail** your **newsletters** as follows:

RESTORE PERCENT DISTRIBUTION FROM Q2G_2012

What percent of your **newsletters** do you anticipate you will **mail** (AS NEEDED: using the U.S. Postal Service) under the proposed First-Class Mail Standards I have described via. . .

[INTERVIEWER: IF NONE or "0". PLEASE ENTER "0"]

[INTERVIEWER: IF RESPONDENT SAYS REGULAR MAIL, ENTER % IN SINGLE-PIECE FIRST-CLASS MAIL CATEGORY]

[PROGRAMMER: SUM TO 100 PERCENT]

____ % USPS Single Piece First-Class Mail
____ % USPS Pre-Sort First-Class Mail
____ % USPS Regular Standard/Bulk Mail
____ % USPS Non-Profit Standard/Bulk Mail
____ % USPS Regular Periodical Mail
____ % USPS Non-Profit Periodical Mail

Q12BILLS

[PROGRAMMING NOTE:

DIFFERENCE_BILLS: [Q1A_2012 – Q5A]

[ASKIF DIFFERENCE_BILLS NE 0 AND Q3 > 0]

You indicated that based on the First-Class Mail service standards I described the total number of **bills, invoices, and statements** you would **mail using the U.S. Postal Service** in 2012 would [DECREASE / INCREASE] by [RESTORE DIFFERENCE_BILLS] pieces. What percentage of this [DECREASE / INCREASE] is solely because of the First-Class Mail service standards that I described?

____ ENTER %
998 DON'T KNOW
999 REFUSED

1 Q13BILLS

2 **[INTROIF DIFFERENCE_BILLS < 0 AND Q3 > 0]** For the [RESTORE
3 DIFFERENCE_BILLS] **bills, invoices, and statements** you indicated you no
4 longer would mail using the U.S. Postal Service due to the proposed First-Class
5 Mail service standards, why will you **DECREASE** your mail volume?
6

7 **[INTROIF DIFFERENCE_BILLS > 0 AND Q3 > 0]** For the [RESTORE
8 DIFFERENCE_BILLS] additional **bills, invoices, and statements** you indicated
9 you would mail using the U.S. Postal Service due to proposed First-Class Mail
10 service standards, why will you **INCREASE** your mail volume?

11 **OPEN ENDED QUESTION – RECORD VERBATIM RESPONSE**

12 Q12PAYMENTS

13 **[PROGRAMMING NOTE:**

14
15 **DIFFERENCE_PAYMENTS:** [Q1B_2012 – Q6A]
16

17 **[ASKIF DIFFERENCE_PAYMENTS NE 0 AND Q3 > 0]**
18

19 You indicated that based on the First-Class Mail service standards I described
20 the total number of **payments** you would **mail using the U.S. Postal Service** in
21 2012 would [DECREASE / INCREASE] by [RESTORE
22 DIFFERENCE_PAYMENTS] pieces. What percentage of this [DECREASE /
23 INCREASE] is solely because of the First-Class Mail service standards that I
24 described?

25 _____ ENTER %

26 998 DON'T KNOW

27 999 REFUSED

28 Q13PAYMENTS

29 **[INTROIF DIFFERENCE_PAYMENTS < 0 AND Q3 > 0]** For the [RESTORE
30 DIFFERENCE_PAYMENTS] **payments** you indicated you no longer would mail
31 using the U.S. Postal Service due to the proposed First-Class Mail service
32 standards, why will you **DECREASE** your mail volume?
33

34 **[INTROIF DIFFERENCE_PAYMENTS > 0 AND Q3 > 0]** For the [RESTORE
35 DIFFERENCE_PAYMENTS] additional **payments** you indicated you would mail
36 using the U.S. Postal Service due to proposed First-Class Mail service
37 standards, why will you **INCREASE** your mail volume?

38 **OPEN ENDED QUESTION – RECORD VERBATIM RESPONSE**

Q12ADVERTISING

[PROGRAMMING NOTE:

DIFFERENCE_ADVERTISING: [Q1C_2012 – Q7A]

[ASKIF DIFFERENCE_ADVERTISING NE 0 AND Q3 > 0]

You indicated that based on the First-Class Mail service standards I described the total number of **advertising and marketing materials** you would **mail using the U.S. Postal Service** in 2012 would [DECREASE / INCREASE] by [RESTORE DIFFERENCE_ADVERTISING] pieces. What percentage of this [DECREASE / INCREASE] is solely because of the First-Class Mail service standards that I described?

_____ ENTER %

998 DON'T KNOW

999 REFUSED

Q13ADVERTISING

[INTROIF DIFFERENCE_ADVERTISING < 0 AND Q3 > 0] For the [RESTORE DIFFERENCE_ADVERTISING] **advertising and marketing materials** you indicated you no longer would mail using the U.S. Postal Service due to the proposed First-Class Mail service standards, why will you **DECREASE** your mail volume?

[INTROIF DIFFERENCE_ADVERTISING > 0 AND Q3 > 0] For the [RESTORE DIFFERENCE_ADVERTISING] additional **advertising and marketing materials** you indicated you would mail using the U.S. Postal Service due to proposed First-Class Mail service standards, why will you **INCREASE** your mail volume?

OPEN ENDED QUESTION – RECORD VERBATIM RESPONSE

Q12COMMUNICATION

[PROGRAMMING NOTE:

DIFFERENCE_COMMUNICATION: [Q1D_2012 – Q8A]

[ASKIF DIFFERENCE_COMMUNICATION NE 0 AND Q3 > 0]

You indicated that based on the First-Class Mail service standards I described the total number of **general communications** you would **mail using the U.S. Postal Service** in 2012 would [DECREASE / INCREASE] by [RESTORE DIFFERENCE_COMMUNICATION] pieces. What percentage of this [DECREASE / INCREASE] is solely because of the First-Class Mail service standards that I described?

_____ ENTER %

998 DON'T KNOW

999 REFUSED

Q13COMMUNICATION

[INTROIF DIFFERENCE_COMMUNICATION < 0 AND Q3 > 0] For the [RESTORE DIFFERENCE_COMMUNICATION] **general communications** you indicated you no longer would mail using the U.S. Postal Service due to the proposed First-Class Mail service standards, why will you **DECREASE** your mail volume?

[INTROIF DIFFERENCE_COMMUNICATION > 0 AND Q3 > 0] For the [RESTORE DIFFERENCE_COMMUNICATION] additional **general communications** you indicated you would mail using the U.S. Postal Service due to proposed First-Class Mail service standards, why will you **INCREASE** your mail volume?

OPEN ENDED QUESTION – RECORD VERBATIM RESPONSE

Q12DOCUMENTS

[PROGRAMMING NOTE:

DIFFERENCE_DOCUMENTS: [Q1DD_2012 – Q8C]

[ASKIF DIFFERENCE_DOCUMENTS NE 0 AND Q3 > 0]

You indicated that based on the First-Class Mail service standards I described the total number of **documents** you would **mail using the U.S. Postal Service** in 2012 would [DECREASE / INCREASE] by [RESTORE DIFFERENCE_DOCUMENTS] pieces. What percentage of this [DECREASE / INCREASE] is solely because of the First-Class Mail service standards that I described?

_____ ENTER %

998 DON'T KNOW

999 REFUSED

Q13DOCUMENTS

[INTROIF DIFFERENCE_DOCUMENTS < 0 AND Q3 > 0] For the [RESTORE DIFFERENCE_DOCUMENTS] **documents** you indicated you no longer would mail using the U.S. Postal Service due to the proposed First-Class Mail service standards, why will you **DECREASE** your mail volume?

[INTROIF DIFFERENCE_DOCUMENTS > 0 AND Q3 > 0] For the [RESTORE DIFFERENCE_DOCUMENTS] additional **documents** you indicated you would mail using the U.S. Postal Service due to proposed First-Class Mail service standards, why will you **INCREASE** your mail volume?

OPEN ENDED QUESTION – RECORD VERBATIM RESPONSE

1 Q12MAGAZINES

2 [PROGRAMMING NOTE:

3
4 **DIFFERENCE_MAGAZINES:** [Q1E_2012 – Q9A]5
6 **[ASKIF DIFFERENCE_MAGAZINES NE 0 AND Q3 > 0]**7
8 You indicated that based on the First-Class Mail service standards I described
9 the total number of **magazines** you would **mail using the U.S. Postal Service**
10 in 2012 would [DECREASE / INCREASE] by [RESTORE
11 DIFFERENCE_MAGAZINES] pieces. What percentage of this [DECREASE /
12 INCREASE] is solely because of the First-Class Mail service standards that I
13 described?

14 _____ ENTER %

15 998 DON'T KNOW

16 999 REFUSED

17 Q13MAGAZINES

18 **[INTROIF DIFFERENCE_MAGAZINES < 0 AND Q3 > 0]** For the [RESTORE
19 DIFFERENCE_MAGAZINES] **magazines** you indicated you no longer would
20 mail using the U.S. Postal Service due to the proposed First-Class Mail service
21 standards, why will you **DECREASE** your mail volume?22
23 **[INTROIF DIFFERENCE_MAGAZINES > 0 AND Q3 > 0]** For the [RESTORE
24 DIFFERENCE_MAGAZINES] additional **magazines** you indicated you would
25 mail using the U.S. Postal Service due to proposed First-Class Mail service
26 standards, why will you **INCREASE** your mail volume?27 **OPEN ENDED QUESTION – RECORD VERBATIM RESPONSE**

28 Q12NEWSPAPERS

29 [PROGRAMMING NOTE:

30
31 **DIFFERENCE_NEWSPAPERS:** [Q1F_2012 – Q10A]32
33 **[ASKIF DIFFERENCE_NEWSPAPERS NE 0 AND Q3 > 0]**34
35 You indicated that based on the First-Class Mail service standards I described
36 the total number of **newspapers** you would **mail using the U.S. Postal Service**
37 in 2012 would [DECREASE / INCREASE] by [RESTORE
38 DIFFERENCE_NEWSPAPERS] pieces. What percentage of this [DECREASE /
39 INCREASE] is solely because of the First-Class Mail service standards that I
40 described?

41 _____ ENTER %

42 998 DON'T KNOW

43 999 REFUSED

Q13NEWSPAPERS

[INTROIF DIFFERENCE_NEWSPAPERS < 0 AND Q3 > 0] For the [RESTORE DIFFERENCE_NEWSPAPERS] **newspapers** you indicated you no longer would mail using the U.S. Postal Service due to the proposed First-Class Mail service standards, why will you **DECREASE** your mail volume?

[INTROIF DIFFERENCE_NEWSPAPERS > 0 AND Q3 > 0] For the [RESTORE DIFFERENCE_NEWSPAPERS] additional **newspapers** you indicated you would mail using the U.S. Postal Service due to proposed First-Class Mail service standards, why will you **INCREASE** your mail volume?

OPEN ENDED QUESTION – RECORD VERBATIM RESPONSE

Q12NEWSLETTERS

[PROGRAMMING NOTE:

DIFFERENCE_NEWSLETTERS: [Q1G_2012 – Q11A]

[ASKIF DIFFERENCE_NEWSLETTERS NE 0 AND Q3 > 0]

You indicated that based on the First-Class Mail service standards I described the total number of **newsletters** you would **mail using the U.S. Postal Service** in 2012 would [DECREASE / INCREASE] by [RESTORE DIFFERENCE_NEWSLETTERS] pieces. What percentage of this [DECREASE / INCREASE] is solely because of the First-Class Mail service standards that I described?

_____ ENTER %

998 DON'T KNOW

999 REFUSED

Q13NEWSLETTERS

[INTROIF DIFFERENCE_NEWSLETTERS < 0 AND Q3 > 0] For the [RESTORE DIFFERENCE_NEWSLETTERS] **newsletters** you indicated you no longer would mail using the U.S. Postal Service due to the proposed First-Class Mail service standards, why will you **DECREASE** your mail volume?

[INTROIF DIFFERENCE_NEWSLETTERS > 0 AND Q3 > 0] For the [RESTORE DIFFERENCE_NEWSLETTERS] additional **newsletters** you indicated you would mail using the U.S. Postal Service due to proposed First-Class Mail service standards, why will you **INCREASE** your mail volume?

OPEN ENDED QUESTION – RECORD VERBATIM RESPONSE

1 **CLOSING**2 **FIRMOGRAPHICS / DEMOGRAPHICS**

3 And these last few questions are for classification purposes only.

4 Q21 To verify, what is the name of the organization in which you work?

5 _____ (RECORD NAME OF ORGANIZATION)

6 99 REFUSED

7 Q22 In which state is your company headquarters located? PLEASE SELECT ONE.
8 DO NOT READ LIST.

9	01	Alabama
10	02	Arizona
11	03	Arkansas
12	04	California
13	05	Colorado
14	06	Connecticut
15	07	Delaware
16	08	District of Columbia
17	09	Florida
18	10	Georgia
19	11	Idaho
20	12	Illinois
21	13	Indiana
22	14	Iowa
23	15	Kansas
24	16	Kentucky
25	17	Louisiana
26	18	Maine
27	19	Maryland
28	20	Massachusetts
29	21	Michigan
30	22	Minnesota
31	23	Mississippi
32	24	Missouri
33	25	Montana
34	26	Nebraska
35	27	Nevada
36	28	New Hampshire
37	29	New Jersey
38	30	New Mexico
39	31	New York
40	32	North Carolina
41	33	North Dakota
42	34	Ohio
43	35	Oklahoma
44	36	Oregon

1	37	Pennsylvania
2	38	Rhode Island
3	39	South Carolina
4	40	South Dakota
5	41	Tennessee
6	42	Texas
7	43	Utah
8	44	Vermont
9	45	Virginia
10	46	Washington
11	47	West Virginia
12	48	Wisconsin
13	49	Wyoming
14	50	Alaska
15	51	Hawaii
16	77	OTHER (SPECIFY)_____

17 Q23 Which of the following best describes your headquarters' business location?

18	01	Large Metro Area
19	02	Small Metro Area
20	03	Rural Area
21	99	DON'T KNOW / REFUSED

22 Q24 Those are all the research questions we have for you today.

23

1 **Part 2: Small and Home-Based Businesses**

2 **NOTE: DIRECTIONS IN BOLD UPPER CASE ARE PROGRAMMER INSTRUCTIONS; THESE INSTRUCTIONS**
 3 **WILL NOT BE SHOWN TO INTERVIEWERS OR RESPONDENTS.**

4 **INTRODUCTION**

5 This survey is being conducted on behalf of the United States Postal Service (USPS). We
 6 appreciate your willingness to help us. The focus of this research is to understand how
 7 organizations may react to potential changes in USPS services. Your feedback will help
 8 ensure that your voice is heard on this very important subject.

9 **Instructions:**

- 10 • Please answer all questions according to your business's experience, knowledge
 11 and preferences.
- 12 • The survey should take no more than 10 minutes to complete.
- 13 • Some of the questions will pertain to mail volume, so please be careful when
 14 entering large numeric values.
- 15 • After completing the questions that appear on the screen, please click "next" shown
 16 at the bottom of the screen to advance to the next question.
- 17 • Please review each question and your responses carefully before proceeding.
 18 Please try to avoid using the "Back" button on your browser, as this may erase
 19 some of your responses. If you have to return to a previous screen, please click
 20 "previous" shown at the bottom of the screen.
- 21 • The data we collect is for research purposes only. When reporting your results,
 22 your answers will be combined with those of other companies and will not be
 23 associated with your name or your organization.

24 **SCREENING – SMALL BUSINESSES**

- 25 S1 First, does your company operate from a location that is not your home
 26 address?
- 27 01 Yes **(CONTINUE)**
 28 02 No **(SKIP TO S2A_HOME-BASED BUSINESSES - IF NO TO BOTH**
 29 **THEN THANK AND CONCLUDE)**
- 30 S1A Are you currently employed?
- 31 01 Yes **(CONTINUE)**
 32 02 No **(THANK AND CONCLUDE)**
- 33 S2 Including yourself, how many people are employed by your company at your
 34 location?

_____ (RECORD NUMBER OF EMPLOYEES 1 – 9999)

IF S2 = 101 OR MORE, THANK AND CONCLUDE

S3 Are you the person in your business that is primarily responsible for deciding how to send your business' mail?

01 Yes (**CONTINUE**)

02 No (**THANK AND CONCLUDE**)

S4 Do you or any close family members work in ...

01 Advertising or Public Relations (**CONTINUE**)

02 Market Research (**THANK AND CONCLUDE**)

03 Mail or Small Package Delivery (**THANK AND CONCLUDE**)

04 NONE OF THE ABOVE (**CONTINUE**)

S5 Which of the following **best** describes your business's primary industry? [READ LIST / ACCEPT SINGLE RESPONSE ONLY]

01 Agriculture, Forestry, Fishing and Mining

03 Construction

04 Manufacturing

05 Transportation

06 Telecommunications

07 Utilities

08 Wholesale Trade

09 Retail Trade or Mail Order

10 Finance, Insurance, or Real Estate

11 Newspaper Publishing

12 Magazine or Book Publishing

13 Services

14 Not-for-profit or membership organization

15 Government or Public Administration

16 Some other industry _____ (SPECIFY)

98 DON'T KNOW

99 REFUSED

S5A [**ASKIF S5 EQ 13 OR S5 EQ 14 OR S5 EQ 16**] Which of the following, if any, best describes your organization?

01 Letter shop (**THANK AND CONCLUDE**)

02 Printer (**THANK AND CONCLUDE**)

03 Presort Bureau (**THANK AND CONCLUDE**)

04 Mail Service Provider (**THANK AND CONCLUDE**)

07 None of the above (**CONTINUE**)

- 1 S6 How does your business currently pay for postage? *Please select all that apply.*
- 2 01 Postage stamps
- 3 02 Online postage (e.g., Click-N-Ship, Stamps.com, Endicia.com, etc.)
- 4 03 Postage meter **(THANK AND CONCLUDE)**
- 5 04 Permit imprint **(THANK AND CONCLUDE)**
- 6 05 Pre-cancelled stamps **(THANK AND CONCLUDE)**
- 7 06 Express Mail corporate account**(THANK AND CONCLUDE)**
- 8 95 Some other way (SPECIFY) **(THANK AND CONCLUDE)**
- 9 98 Don't know **(THANK AND CONCLUDE)**
- 10 S7 Which of the following, if any, has your organization mailed **using the US Postal**
- 11 **Service** in the past 12 months? *(Select all that apply).*
- 12
- 13 **(RANDOMIZE CODES 1 –8]**
- 14 01 Bills, invoices or statements
- 15 02 Payments
- 16 03 Advertising or marketing materials including flyers, circulars, catalogs,
- 17 etc.
- 18 04 General communications including customer notifications, holiday cards,
- 19 investor/shareholder mailings, etc.
- 20 05 Documents such as reports, contracts, policies, legal papers, etc. etc.
- 21 08 Newsletters
- 22 97 NONE OF THE ABOVE **(THANK AND CONCLUDE)**
- 23 98 DON'T KNOW **(THANK AND CONCLUDE)**
- 24 S7A For which of the following mail applications do you have responsibility for?
- 25 *(Select all that apply).* **[RESTORE RESPONSE CATEGORIES FROM S7**
- 26 **THAT ORGANIZATION SENDS]**
- 27 01 Bills, invoices or statements]
- 28 02 Payments
- 29 03 Advertising or marketing materials including flyers, circulars, catalogs,
- 30 etc.
- 31 04 General communications including customer notifications, holiday cards,
- 32 investor/shareholder mailings, etc.
- 33 05 Documents such as reports, contracts, policies, legal papers, etc. etc.
- 34 08 Newsletters
- 35 97 NONE OF THE ABOVE **(THANK AND CONCLUDE)**
- 36 98 DON'T KNOW **(THANK AND CONCLUDE)**
- 37 **SCREENING – HOME-BASED BUSINESSES**
- 38 S2A Do you operate a business from your home that does not have a location other
- 39 than your home address?
- 40 01 Yes **(CONTINUE)**
- 41 02 No **(SKIP TO S1_SMALL BUSINESSES, IF NO TO BOTH THEN**
- 42 **THANK AND CONCLUDE)**
- 43 S1 Are you currently employed **outside** the home?

- 1 01 Full-Time
 2 02 Part-Time
 3 03 Not currently employed outside the home
- 4 S2B Approximately how many hours a week do you devote to your home-based
 5 business?
- 6 01 40 or more **(CONTINUE)**
 7 02 25 to 39 **(CONTINUE)**
 8 03 10 to 24 **(THANK AND CONCLUDE)**
 9 04 Less than 10 **(THANK AND CONCLUDE)**
- 10 S2C How many people are actively working for your home-based business?
- 11 01 Just Myself **(SKIP TO S4)**
 12 02 Myself and One Other Person **(ASK S3)**
 13 03 Myself and Two or More People **(ASK S3)**
- 14 S3 Are you the person in your business that is primarily responsible for deciding
 15 how to send your business' mail?
- 16 01 Yes **(CONTINUE)**
 17 02 No **(THANK AND CONCLUDE)**
- 18 S4 Do you or any close family members work in ...
- 19 01 Advertising or Public Relations **(CONTINUE)**
 20 02 Market Research **(THANK AND CONCLUDE)**
 21 03 Mail or Small Package Delivery **(THANK AND CONCLUDE)**
 22 04 NONE OF THE ABOVE **(CONTINUE)**
- 23 S5 Which of the following **best** describes your business's primary industry? [READ
 24 LIST / ACCEPT SINGLE RESPONSE ONLY]
- 25 01 Agriculture, Forestry, and Fishing and Mining
 26 03 Construction
 27 04 Manufacturing
 28 05 Transportation
 29 06 Telecommunications
 30 07 Utilities
 31 08 Wholesale Trade
 32 09 Retail Trade or Mail Order
 33 10 Finance, Insurance, or Real Estate
 34 11 Newspaper Publishing
 35 12 Magazine or Book Publishing
 36 13 Services
 37 14 Not-for-profit or membership organization
 38 15 Government or Public Administration
 39 16 Some other industry _____ (SPECIFY)
 40 98 DON'T KNOW
 41 99 REFUSED
- 42 S6 How does your business currently pay for postage? *Please select all that apply.*

- 01 Postage stamps
- 02 Online postage (e.g., Click-N-Ship, Stamps.com, Endicia.com, etc.)
- 03 Postage meter **(THANK AND CONCLUDE)**
- 04 Permit imprint **(THANK AND CONCLUDE)**
- 05 Pre-cancelled stamps **(THANK AND CONCLUDE)**
- 06 Express Mail corporate account **(THANK AND CONCLUDE)**
- 95 Some other way (SPECIFY) **(THANK AND CONCLUDE)**
- 98 Don't know **(THANK AND CONCLUDE)**

S7 Which of the following, if any, has your organization mailed **using the US Postal Service** in the past 12 months? *(Select all that apply).*

(RANDOMIZE CODES 1 –8]

- 1 Bills, invoices or statements
- 2 Payments
- 3 Advertising or marketing materials including flyers, circulars, catalogs, etc.
- 4 General communications including customer notifications, holiday cards, investor/shareholder mailings, etc.
- 5 Documents such as reports, contracts, policies, legal papers, etc. etc.
- 8 Newsletters
- 97 NONE OF THE ABOVE **(THANK AND CONCLUDE)**
- 98 DON'T KNOW **(THANK AND CONCLUDE)**

S7A For which of the following mail applications do you have responsibility for? *(Select all that apply).* **[RESTORE RESPONSE CATEGORIES FROM S7 THAT ORGANIZATION SENDS]**

- 1 Bills, invoices or statements
- 2 Payments
- 3 Advertising or marketing materials including flyers, circulars, catalogs, etc.
- 4 General communications including customer notifications, holiday cards, investor/shareholder mailings, etc.
- 5 Documents such as reports, contracts, policies, legal papers, etc. etc.
- 8 Newsletters
- 97 NONE OF THE ABOVE **(THANK AND CONCLUDE)**
- 98 DON'T KNOW **(THANK AND CONCLUDE)**

1 MAIN QUESTIONNAIRE

2 Q1INT For the remainder of the survey, please think only about the mail applications
3 you are responsible for.

4 Q1 During the **past** 12 months, how many individual pieces of the following did your
5 organization **mail using the U.S. Postal Service? (RANDOMIZE A – G IN**
6 **THE SAME ORDER AS S7, ONLY DISPLAY APPLICATIONS SELECTED IN**
7 **S7A)**

8 Since some organizations send large amounts of mail, to avoid problems with
9 lots of zeros, this question is set up in a way to capture the information easily
10 and accurately. First enter the number of digits up to three. One of the digits
11 can be a decimal if you prefer. Then select the correct denomination.

12 For example, if you sent 2.5 million pieces of that particular mail, you would
13 enter 2.5 and then select "million."

14 If you sent 200,000, you would enter 200 and then select "thousand."
15

16 If you sent 2500, you can enter 2.5 and select "thousand" or enter 25 and select
17 "hundred".

18 If you sent 150, enter 150 and then select "999 or less."
19

20 Please insert a number for each area shown and only include in this figure mail
21 for which you have some decision making authority. Your best estimate is fine.

	Number of Pieces MAILED in Past 12 Months (Digits)	Number of Pieces MAILED in Past 12 Months (Denomination)
A. Bills, invoices or statements	(RECORD NUMBER UP TO 3 DIGITS)	01 999 or Less 02 Hundred 03 Thousand 04 Million 05 Billion 98 DON'T KNOW
B. Payments	(RECORD NUMBER UP TO 3 DIGITS)	01 999 or Less 02 Hundred 03 Thousand 04 Million 05 Billion 98 DON'T KNOW
C. Advertising or marketing materials including flyers, circulars, catalogs, etc.	(RECORD NUMBER UP TO 3 DIGITS)	01 999 or Less 02 Hundred 03 Thousand 04 Million 05 Billion 98 DON'T KNOW

D. General communications including customer notifications, holiday cards, investor/shareholder mailings, etc.	(RECORD NUMBER UP TO 3 DIGITS)	01 999 or Less 02 Hundred 03 Thousand 04 Million 05 Billion 98 DON'T KNOW
DD. Documents such as reports, contracts, policies, legal papers, etc.	(RECORD NUMBER UP TO 3 DIGITS)	01 999 or Less 02 Hundred 03 Thousand 04 Million 05 Billion 98 DON'T KNOW
G. Newsletters	(RECORD NUMBER UP TO 3 DIGITS)	01 999 or Less 02 Hundred 03 Thousand 04 Million 05 Billion 98 DON'T KNOW

IF "0" OR DK TO ALL (E.G. ZERO MAIL VOLUME IN PAST 12 MONTHS) IN Q1, THEN
THANK AND CONCLUDE.

Q2A [ASKIF Q1A > 0] What percent of your **bills, invoices or statements** did you
mail using the U.S. Postal Service via. . .

For "none", please enter the number "0". Your total should sum to 100%.

Note that your regular mail is Single-Piece First-Class Mail.

[PROGRAMMER: SUM TO 100 PERCENT]

___ % USPS Single Piece First-Class Mail

___ % USPS Priority Mail

___ % USPS Express Mail

Q2B [ASKIF Q1B > 0] What percent of your **payments** did you mail using the U.S.
Postal Service via. . .

For "none", please enter the number "0". Your total should sum to 100%.

Note that your regular mail is Single-Piece First-Class Mail.

[PROGRAMMER: SUM TO 100 PERCENT]

___ % USPS Single Piece First-Class Mail

___ % USPS Priority Mail

___ % USPS Express Mail

- 1 Q2C **[ASKIF Q1C > 0]** What percent of your **advertising or marketing materials**
 2 did you **mail** using the U.S. Postal Service via. . .
 3 *For “none”, please enter the number “0”. Your total should sum to 100%.*
 4 *Note that your regular mail is Single-Piece First-Class Mail.*
- 5 **[PROGRAMMER: SUM TO 100 PERCENT]**
 6 ____ % USPS Single Piece First-Class Mail
 7 ____ % USPS Priority Mail
 8 ____ % USPS Express Mail
- 9 Q2D **[ASKIF Q1D > 0]** What percent of your **general communications** including
 10 customer notifications, holiday cards, investor/shareholder mailings, etc. did you
 11 **mail** using the U.S. Postal Service via. . .
 12 *For “none”, please enter the number “0”. Your total should sum to 100%.*
 13 *Note that your regular mail is Single-Piece First-Class Mail.*
- 14 **[PROGRAMMER: SUM TO 100 PERCENT]**
 15 ____ % USPS Single Piece First-Class Mail
 16 ____ % USPS Priority Mail
 17 ____ % USPS Express Mail
- 18 Q2DD **[ASKIF Q1DD > 0]** What percent of your **documents** such as reports,
 19 contracts, policies, legal papers, etc. did you **mail** using the U.S. Postal Service
 20 via. . .
 21 *For “none”, please enter the number “0”. Your total should sum to 100%.*
 22 *Note that your regular mail is Single-Piece First-Class Mail.*
- 23 **[PROGRAMMER: SUM TO 100 PERCENT]**
 24 ____ % USPS Single Piece First-Class Mail
 25 ____ % USPS Priority Mail
 26 ____ % USPS Express Mail
- 27 Q2G **[ASKIF Q1G > 0]** What percent of your **newsletters** did you **mail** using the
 28 U.S. Postal Service via. . .
 29 *For “none”, please enter the number “0”. Your total should sum to 100%.*
 30 *Note that your regular mail is Single-Piece First-Class Mail.*
- 31 **[PROGRAMMER: SUM TO 100 PERCENT]**
 32 ____ % USPS Single Piece First-Class Mail
 33 ____ % USPS Priority Mail
 34 ____ % USPS Express Mail

1 Q2L [ASK IF AT LEAST ONE RESPONSE TO Q2A TO Q2G >0% FOR SINGLE
2 PIECE FIRST CLASS MAIL]
3

4 What percent of the First-Class Mail that you send has as its destination. . .

5 *For "none", please enter the number "0". Your total should sum to 100%.*

6 **[PROGRAMMER: SUM TO 100 PERCENT]**

7 _____ % Local Area
8 _____ % Within 200 miles of your local area
9 _____ % From 200 miles to 1,000 miles of your local area
10 _____ % More than 1,000 miles from your local area

11 Q1_2012 In **2012**, how many individual pieces of the following do you anticipate your
12 organization will **mail using the U.S. Postal Service?**
13

14 **(RANDOMIZE A – G IN THE SAME ORDER AS S7, ONLY DISPLAY**
15 **APPLICATIONS SELECTED IN S7)**

16 Again, enter the number of digits up to three. One of the digits can be a decimal
17 if you prefer. Then select the correct denomination.

18 For example, if you sent 2.5 million pieces of that particular mail, you would
19 enter 2.5 and then select "million."
20

21 If you sent 200,000, you would enter 200 and then select "thousand."

22 If you sent 2500, you can enter 2.5 and select "thousand" or enter 25 and select
23 "hundred".

24 If you sent 150, enter 150 and then select "999 or less."
25

26 Please insert a number for each area shown and only include in this figure mail
27 for which you have some decision making authority. Your best estimate is fine.

	Number of Pieces Will Mail in 2012 (Digits)	Number of Pieces Will Mail in 2012 (Denomination)
A. Bills, invoices or statements	_____ (RECORD NUMBER UP TO 3 DIGITS)	01 999 or Less 02 Hundred 03 Thousand 04 Million 05 Billion 98 DON'T KNOW
B. Payments	_____ (RECORD NUMBER UP TO 3 DIGITS)	01 999 or Less 02 Hundred 03 Thousand 04 Million 05 Billion 98 DON'T KNOW

C. Advertising or marketing materials including flyers, circulars, catalogs, etc.	(RECORD NUMBER UP TO 3 DIGITS)	01 999 or Less 02 Hundred 03 Thousand 04 Million 05 Billion 98 DON'T KNOW
D. General communications including customer notifications, holiday cards, investor/shareholder mailings, etc.	(RECORD NUMBER UP TO 3 DIGITS)	01 999 or Less 02 Hundred 03 Thousand 04 Million 05 Billion 98 DON'T KNOW
DD. Documents such as reports, contracts, policies, legal papers, etc.	(RECORD NUMBER UP TO 3 DIGITS)	01 999 or Less 02 Hundred 03 Thousand 04 Million 05 Billion 98 DON'T KNOW
G. Newsletters	(RECORD NUMBER UP TO 3 DIGITS)	01 999 or Less 02 Hundred 03 Thousand 04 Million 05 Billion 98 DON'T KNOW

PROGRAMMER NOTE: CREATE VARIABLE (TOTAL_VOLUME_BEFORE) THAT SUMS UP AMOUNTS ENTERED FOR Q1A_2012 TO Q1G_2012.

Q2A_2012 [ASKIF Q1A_2012 > 0] In 2012, what percent of your **bills, invoices or statements** do you anticipate you will **mail** using the U.S. Postal Service via. . .

For "none", please enter the number "0". Your total should sum to 100%.

Note that your regular mail is Single-Piece First-Class Mail.

[PROGRAMMER: SUM TO 100 PERCENT]

___ % USPS Single Piece First-Class Mail

___ % USPS Priority Mail

___ % USPS Express Mail

Q2B_2012 [ASKIF Q1B_2012 > 0] In 2012, what percent of your **payments** do you anticipate you will **mail** using the U.S. Postal Service via. . .

For "none", please enter the number "0". Your total should sum to 100%.

Note that your regular mail is Single-Piece First-Class Mail.

[PROGRAMMER: SUM TO 100 PERCENT]

___ % USPS Single Piece First-Class Mail

___ % USPS Priority Mail

___ % USPS Express Mail

Q2C_2012 **[ASKIF Q1C_2012 > 0]** In 2012, what percent of your **advertising or marketing materials** do you anticipate you will **mail** using the U.S. Postal Service via. . .

For "none", please enter the number "0". Your total should sum to 100%.

Note that your regular mail is Single-Piece First-Class Mail.

[PROGRAMMER: SUM TO 100 PERCENT]

___ % USPS Single Piece First-Class Mail

___ % USPS Priority Mail

___ % USPS Express Mail

Q2D_2012 **[ASKIF Q1D_2012 > 0]** In 2012, what percent of your **general communications** including customer notifications, holiday cards, investor/shareholder mailings, etc. do you anticipate you will **mail** using the U.S. Postal Service via. . .

For "none", please enter the number "0". Your total should sum to 100%.

Note that your regular mail is Single-Piece First-Class Mail.

[PROGRAMMER: SUM TO 100 PERCENT]

___ % USPS Single Piece First-Class Mail

___ % USPS Priority Mail

___ % USPS Express Mail

Q2DD_2012 **[ASKIF Q1DD_2012 > 0]** In 2012, what percent of your **documents** such as reports, contracts, policies, legal papers, etc. do you anticipate you will **mail** using the U.S. Postal Service via. . .

For "none", please enter the number "0". Your total should sum to 100%.

Note that your regular mail is Single-Piece First-Class Mail.

[PROGRAMMER: SUM TO 100 PERCENT]

___ % USPS Single Piece First-Class Mail

___ % USPS Priority Mail

___ % USPS Express Mail

Q2G_2012 **[ASKIF Q1G_2012 > 0]** In 2012, what percent of your **newsletters** did do you anticipate you will **mail** using the U.S. Postal Service via. . .

For "none", please enter the number "0". Your total should sum to 100%.

Note that your regular mail is Single-Piece First-Class Mail.

[PROGRAMMER: SUM TO 100 PERCENT]

___ % USPS Single Piece First-Class Mail

___ % USPS Priority Mail

___ % USPS Express Mail

1 **First Class Mail Change Statement**

2 The Postal Service is considering the following service standards for First-Class Mail.

3 For First-Class Mail that is dropped at a retail facility, placed in a collection box, placed in
4 the customer's own mailbox or given to a letter carrier, service will be as follows:.

- 5 1. Delivery in the local area will be delivered on the second day.
- 6 2. Delivery outside the local area up to 200 miles will be delivered on the second day.
- 7 3. Delivery to destinations over 200 miles will be delivered in 3 days
- 8 4. For those living in Alaska and Hawaii, delivery to anywhere in the continental U.S.
9 will be delivered in 4 days as is currently being done.
- 10 5. For those living in Guam, delivery to anywhere in the continental U.S. will be
11 delivered in 5 days as is currently being done.

12 **INTRO** For these next questions, please answer based on the assumption that the First-
13 Class Mail service standards you just read will be in place in 2012.

14 **Q3** You indicated that the **total volume of mail** that you would **mail** in 2012 through
15 the Postal Service would be [RESTORE TOTAL NUMBER OF PIECES
16 (TOTAL_VOLUME_BEFORE)].
17

18 What is the likelihood that First-Class Mail service standards that you just read
19 will cause your organization to **modify the number of individual pieces of**
20 **mail your organization will mail in 2012?**
21

22 Please answer using a scale from 0 to 10, where "10" means extremely likely
23 and a "0" means extremely unlikely.

24	10	Extremely likely
25	9	
26	8	
27	7	
28	6	
29	5	
30	4	
31	3	
32	2	
33	1	
34	0	Extremely unlikely
35	99	DON'T KNOW / REFUSED

Q4 And what is the likelihood that the First-Class Mail service standards that you just read will cause your organization to **modify the way your organization mails different items in 2012?**

Please answer using a scale from 0 to 10, where "10" means extremely likely and a "0" means extremely unlikely.

10 Extremely likely

9

8

7

6

5

4

3

2

1

0 Extremely unlikely

99 DON'T KNOW / REFUSED

PROGRAMMING NOTE: IF RESPONSES TO Q3 AND Q4 ARE BOTH 0 or DK, SKIP TO CLOSING (Q21)

Q5A [ASKIF Q1A_2012 > 0 AND Q3 > 0] You indicated that you anticipate your organization will **mail** [INSERT AMOUNT FROM Q1A_2012] **bills, invoices or statements** in 2012.

How many **bills, invoices, or statements** do you anticipate **mailing** using the U.S. Postal Service in 2012 under the First-Class Mail service standards that you just read?

[IF "0" OR "NONE" CONFIRM: You mean you would no longer **mail** any **bills, invoices, or statements** by any means at all?]

(RECORD NUMBER UP TO 3 DIGITS) [IF 0, SKIP TO INSTRUCTION BEFORE Q6A]	01	999 or Less
	02	Hundred
	03	Thousand
	04	Million
	05	Billion
	98	DON'T KNOW

Q5B [ASKIF Q1A_2012 > 0 AND Q4 > 0] You indicated that in 2012 you anticipate your organization will **mail** your **bills, invoices or statements** as follows:

RESTORE PERCENT DISTRIBUTION FROM Q2A_2012

What percent of your **bills, invoices or statements** do you anticipate you will **mail** using the U.S. Postal Service under the proposed First-Class Mail Standards you just read via. . .

For "none", please enter the number "0". Your total should sum to 100%.

Note that your regular mail is Single-Piece First-Class Mail.

[PROGRAMMER: SUM TO 100 PERCENT]

____ % USPS Single Piece First-Class Mail

____ % USPS Priority Mail

____ % USPS Express Mail

Q6A [ASKIF Q1B_2012 > 0 AND Q3 > 0] You indicated that you anticipate your organization will **mail** [INSERT AMOUNT FROM Q1B_2012] **payments** in 2012.

How many **payments** do you anticipate **mailing** using the U.S. Postal Service in 2012 under the First-Class Mail service standards that you just read?

[IF "0" OR "NONE" CONFIRM: You mean you would no longer **mail** any **payments** by any means at all?]

(RECORD NUMBER UP TO 3 DIGITS) [IF 0, SKIP TO INSTRUCTION BEFORE Q7A]	01	999 or Less
	02	Hundred
	03	Thousand
	04	Million
	05	Billion
	98	DON'T KNOW

Q6B [ASKIF Q1B_2012 > 0 AND Q4 > 0] You indicated that in 2012 you anticipate your organization will **mail** your **payments** as follows:

RESTORE PERCENT DISTRIBUTION FROM Q2B_2012

What percent of your **payments** do you anticipate you will **mail** using the U.S. Postal Service under the proposed First-Class Mail Standards you just read via.

For "none", please enter the number "0". Your total should sum to 100%.

Note that your regular mail is Single-Piece First-Class Mail.

[PROGRAMMER: SUM TO 100 PERCENT]

____ % USPS Single Piece First-Class Mail

____ % USPS Priority Mail

____ % USPS Express Mail

Q7A [ASKIF Q1C_2012 > 0 AND Q3 > 0] You indicated that you anticipate your organization will **mail** [INSERT AMOUNT FROM Q1C_2012] **advertising and marketing materials** in 2012.

How many **advertising and marketing materials** do you anticipate **mailing** using the U.S. Postal Service in 2012 under the First-Class Mail service standards that you just read?

[IF "0" OR "NONE" CONFIRM: You mean you would no longer **mail** any **advertising and marketing materials** by any means at all?]

(RECORD NUMBER
UP TO 3 DIGITS)
[IF 0, SKIP TO INSTRUCTION BEFORE Q8A]

01 999 or Less
02 Hundred
03 Thousand
04 Million
05 Billion
98 DON'T KNOW

Q7B [ASKIF Q1C_2012 > 0 > 0 AND Q4 > 0] You indicated that in 2012 you anticipate your organization will **mail** your **advertising and marketing materials** as follows:
RESTORE PERCENT DISTRIBUTION FROM Q2C_2012

What percent of your **advertising and marketing materials** do you anticipate you will **mail** using the U.S. Postal Service under the proposed First-Class Mail Standards you just read via. . .

*For "none", please enter the number "0". Your total should sum to 100%.
Note that your regular mail is Single-Piece First-Class Mail.*

[PROGRAMMER: SUM TO 100 PERCENT]

____ % USPS Single Piece First-Class Mail
____ % USPS Priority Mail
____ % USPS Express Mail

Q8A ASKIF Q1D_2012 > 0 AND Q3 > 0] You indicated that you anticipate your organization will **mail** [INSERT AMOUNT FROM Q1D_2012] **general communications** in 2012.

How many **general communications** do you anticipate **mailing** using the U.S. Postal Service in 2012 under the First-Class Mail service standards that you just read?

[IF "0" OR "NONE" CONFIRM: You mean you would no longer **mail** any **general communications** by any means at all?]

(RECORD NUMBER
UP TO 3 DIGITS)
[IF 0, SKIP TO INSTRUCTION BEFORE Q8C]

01 999 or Less
02 Hundred
03 Thousand
04 Million
05 Billion
98 DON'T KNOW

Q8B [ASKIF Q1D_2012 > 0 > 0 AND Q4 > 0] You indicated that in 2012 you anticipate your organization will **mail** your **general communications** as follows:
RESTORE PERCENT DISTRIBUTION FROM Q2D_2012

What percent of your **general communications** do you anticipate you will **mail** using the U.S. Postal Service under the proposed First-Class Mail Standards you just read via. . .

For "none", please enter the number "0". Your total should sum to 100%.

Note that your regular mail is Single-Piece First-Class Mail.

[PROGRAMMER: SUM TO 100 PERCENT]

____ % USPS Single Piece First-Class Mail

____ % USPS Priority Mail

____ % USPS Express Mail

Q8C ASKIF Q1DD_2012 > 0 AND Q3 > 0] You indicated that you anticipate your organization will **mail** [INSERT AMOUNT FROM Q1DD_2012] **documents** in 2012.

How many **documents** do you anticipate **mailing** using the U.S. Postal Service in 2012 under the First-Class Mail service standards that you just read?

[IF "0" OR "NONE" CONFIRM: You mean you would no longer **mail** any **documents** by any means at all?]

(RECORD NUMBER
UP TO 3 DIGITS)
[IF 0, SKIP TO INSTRUCTION BEFORE Q9A]

01 999 or Less
02 Hundred
03 Thousand
04 Million
05 Billion
98 DON'T KNOW

Q8D [ASKIF Q1DD_2012 > 0 > 0 AND Q4 > 0] You indicated that in 2012 you anticipate your organization will **mail** your **documents** as follows:

RESTORE PERCENT DISTRIBUTION FROM Q2DD_2012

What percent of your **documents** do you anticipate you will using the U.S. Postal Service under the proposed First-Class Mail Standards you just read via.
..

For "none", please enter the number "0". Your total should sum to 100%.

Note that your regular mail is Single-Piece First-Class Mail.

[PROGRAMMER: SUM TO 100 PERCENT]

____ % USPS Single Piece First-Class Mail

____ % USPS Priority Mail

____ % USPS Express Mail

Q11A ASKIF Q1G_2012 > 0 AND Q3 > 0] You indicated that you anticipate your organization will **mail** [INSERT AMOUNT FROM Q1G_2012] **newsletters** in 2012.

How many **newsletters** do you anticipate **mailing** using the U.S. Postal Service in 2012 under the First-Class Mail service standards that you just read?

[IF "0" OR "NONE" CONFIRM: You mean you would no longer **mail** any **newsletters** by any means at all?]

(RECORD NUMBER
UP TO 3 DIGITS)
[IF 0, SKIP TO Q12A]

01 999 or Less
02 Hundred
03 Thousand
04 Million
05 Billion
98 DON'T KNOW

Q11B [ASKIF Q1G_2012 > 0 > 0 AND Q4 > 0] You indicated that in 2012 you anticipate your organization will **mail** your **newsletters** as follows:

RESTORE PERCENT DISTRIBUTION FROM Q2G_2012

What percent of your **newsletters** do you anticipate you will **mail** using the U.S. Postal Service under the proposed First-Class Mail Standards you just read via.
..

For "none", please enter the number "0". Your total should sum to 100%.

Note that your regular mail is Single-Piece First-Class Mail.

[PROGRAMMER: SUM TO 100 PERCENT]

____ % USPS Single Piece First-Class Mail

____ % USPS Priority Mail

____ % USPS Express Mail

Q12BILLS

[PROGRAMMING NOTE:

DIFFERENCE_BILLS: [Q1A_2012 – Q5A]

[ASKIF DIFFERENCE_BILLS NE 0 AND Q3 > 0]

You indicated that based on the First-Class Mail service standards described the total number of **bills, invoices, and statements** you would **mail using the U.S. Postal Service** in 2012 would [DECREASE / INCREASE] by [RESTORE DIFFERENCE_BILLS] pieces. What percentage of this [DECREASE / INCREASE] is solely because of the First-Class Mail service standards that were described?

____ ENTER %

998 DON'T KNOW

999 REFUSED

1 Q13BILLS

2 [INTROIF DIFFERENCE_BILLS < 0 AND Q3 > 0] For the [RESTORE
3 DIFFERENCE_BILLS] **bills, invoices, and statements** you indicated you no
4 longer would mail using the U.S. Postal Service due to the proposed First-Class
5 Mail service standards, why will you **DECREASE** your mail volume?
6

7 [INTROIF DIFFERENCE_BILLS > 0 AND Q3 > 0] For the [RESTORE
8 DIFFERENCE_BILLS] additional **bills, invoices, and statements** you indicated
9 you would mail using the U.S. Postal Service due to proposed First-Class Mail
10 service standards, why will you **INCREASE** your mail volume?

11 OPEN ENDED QUESTION – RECORD VERBATIM RESPONSE

12 Q12PAYMENTS

13 [PROGRAMMING NOTE:
14

15 **DIFFERENCE_PAYMENTS:** [Q1B_2012 – Q6A]
16

17 [ASKIF DIFFERENCE_PAYMENTS NE 0 AND Q3 > 0]
18

19 You indicated that based on the First-Class Mail service standards described
20 the total number of **payments** you would **mail using the U.S. Postal Service** in
21 2012 would [DECREASE / INCREASE] by [RESTORE
22 DIFFERENCE_PAYMENTS] pieces. What percentage of this [DECREASE /
23 INCREASE] is solely because of the First-Class Mail service standards that
24 were described?

25 _____ ENTER %

26 998 DON'T KNOW

27 999 REFUSED

28 Q13PAYMENTS

29 [INTROIF DIFFERENCE_PAYMENTS < 0 AND Q3 > 0] For the [RESTORE
30 DIFFERENCE_PAYMENTS] **payments** you indicated you no longer would mail
31 using the U.S. Postal Service due to the proposed First-Class Mail service
32 standards, why will you **DECREASE** your mail volume?
33

34 [INTROIF DIFFERENCE_PAYMENTS > 0 AND Q3 > 0] For the [RESTORE
35 DIFFERENCE_PAYMENTS] additional **payments** you indicated you would mail
36 using the U.S. Postal Service due to proposed First-Class Mail service
37 standards, why will you **INCREASE** your mail volume?

38 OPEN ENDED QUESTION – RECORD VERBATIM RESPONSE

1 Q12ADVERTISING

2 [PROGRAMMING NOTE:

3
4 **DIFFERENCE_ADVERTISING:** [Q1C_2012 – Q7A]5
6 **[ASKIF DIFFERENCE_ADVERTISING NE 0 AND Q3 > 0]**7
8 You indicated that based on the First-Class Mail service standards described
9 the total number of **advertising and marketing materials** you would **mail**
10 **using the U.S. Postal Service** in 2012 would [DECREASE / INCREASE] by
11 [RESTORE DIFFERENCE_ADVERTISING] pieces. What percentage of this
12 [DECREASE / INCREASE] is solely because of the First-Class Mail service
13 standards that were described?

14 _____ ENTER %

15 998 DON'T KNOW

16 999 REFUSED

17 Q13ADVERTISING

18 **[INTROIF DIFFERENCE_ADVERTISING < 0 AND Q3 > 0]** For the [RESTORE
19 DIFFERENCE_ADVERTISING] **advertising and marketing materials** you
20 indicated you no longer would mail using the U.S. Postal Service due to the
21 proposed First-Class Mail service standards, why will you **DECREASE** your mail
22 volume?23
24 **[INTROIF DIFFERENCE_ADVERTISING > 0 AND Q3 > 0]** For the [RESTORE
25 DIFFERENCE_ADVERTISING] additional **advertising and marketing**
26 **materials** you indicated you would mail using the U.S. Postal Service due to
27 proposed First-Class Mail service standards, why will you **INCREASE** your mail
28 volume?29 **OPEN ENDED QUESTION – RECORD VERBATIM RESPONSE**

30 Q12COMMUNICATION

31 [PROGRAMMING NOTE:

32 **DIFFERENCE_COMMUNICATION:** [Q1D_2012 – Q8A]33 **[ASKIF DIFFERENCE_COMMUNICATION NE 0 AND Q3 > 0]**34
35 You indicated that based on the First-Class Mail service standards described
36 the total number of **general communications** you would **mail using the U.S.**
37 **Postal Service** in 2012 would [DECREASE / INCREASE] by [RESTORE
38 DIFFERENCE_COMMUNICATION] pieces. What percentage of this
39 [DECREASE / INCREASE] is solely because of the First-Class Mail service
40 standards that were described?

41 _____ ENTER %

42 998 DON'T KNOW

43 999 REFUSED

1 Q13COMMUNICATION

2 **[INTROIF DIFFERENCE_COMMUNICATION < 0 AND Q3 > 0]** For the
3 **[RESTORE DIFFERENCE_COMMUNICATION]** **general communications** you
4 indicated you no longer would mail using the U.S. Postal Service due to the
5 proposed First-Class Mail service standards, why will you **DECREASE** your mail
6 volume?
7

8 **[INTROIF DIFFERENCE_COMMUNICATION > 0 AND Q3 > 0]** For the
9 **[RESTORE DIFFERENCE_COMMUNICATION]** additional **general**
10 **communications** you indicated you would mail using the U.S. Postal Service
11 due to proposed First-Class Mail service standards, why will you **INCREASE**
12 your mail volume?

13 **OPEN ENDED QUESTION – RECORD VERBATIM RESPONSE**

14 Q12DOCUMENTS

15 **[PROGRAMMING NOTE:**

16
17 **DIFFERENCE_DOCUMENTS:** [Q1DD_2012 – Q8C]

18
19 **[ASKIF DIFFERENCE_DOCUMENTS NE 0 AND Q3 > 0]**

20
21 You indicated that based on the First-Class Mail service standards described
22 the total number of **documents** you would **mail using the U.S. Postal Service**
23 in 2012 would [DECREASE / INCREASE] by [RESTORE DIFFERENCE_DOCUMENTS]
24 pieces. What percentage of this [DECREASE / INCREASE] is solely because of
25 the First-Class Mail service standards that were described?

26 _____ ENTER %

27 998 DON'T KNOW

28 999 REFUSED

29 Q13DOCUMENTS

30 **[INTROIF DIFFERENCE_DOCUMENTS < 0 AND Q3 > 0]** For the [RESTORE
31 DIFFERENCE_DOCUMENTS] **documents** you indicated you no longer would
32 mail using the U.S. Postal Service due to the proposed First-Class Mail service
33 standards, why will you **DECREASE** your mail volume?
34

35 **[INTROIF DIFFERENCE_DOCUMENTS > 0 AND Q3 > 0]** For the [RESTORE
36 DIFFERENCE_DOCUMENTS] additional **documents** you indicated you would
37 mail using the U.S. Postal Service due to proposed First-Class Mail service
38 standards, why will you **INCREASE** your mail volume?

39 **OPEN ENDED QUESTION – RECORD VERBATIM RESPONSE**

1 Q12NEWSLETTERS

2 [PROGRAMMING NOTE:

3
4 **DIFFERENCE_NEWSLETTERS: [Q1G_2012 – Q11A]**5
6 **[ASKIF DIFFERENCE_NEWSLETTERS NE 0 AND Q3 > 0]**7
8 You indicated that based on the First-Class Mail service standards described
9 the total number of **newsletters** you would **mail using the U.S. Postal Service**
10 in 2012 would [DECREASE / INCREASE] by [RESTORE
11 DIFFERENCE_NEWSLETTERS] pieces. What percentage of this [DECREASE
12 / INCREASE] is solely because of the First-Class Mail service standards that
13 were described?

14 _____ ENTER %

15 998 DON'T KNOW

16 999 REFUSED

17 Q13NEWSLETTERS

18 **[INTROIF DIFFERENCE_NEWSLETTERS < 0 AND Q3 > 0]** For the
19 [RESTORE DIFFERENCE_NEWSLETTERS] **newsletters** you indicated you no
20 longer would mail using the U.S. Postal Service due to the proposed First-Class
21 Mail service standards, why will you **DECREASE** your mail volume?22
23 **[INTROIF DIFFERENCE_NEWSLETTERS > 0 AND Q3 > 0]** For the
24 [RESTORE DIFFERENCE_NEWSLETTERS] additional **newsletters** you
25 indicated you would mail using the U.S. Postal Service due to proposed First-
26 Class Mail service standards, why will you **INCREASE** your mail volume?27 **OPEN ENDED QUESTION – RECORD VERBATIM RESPONSE**28 **CLOSING**29 **FIRMOGRAPHICS / DEMOGRAPHICS**

30 And these last few questions are for classification purposes only.

31 Q21 To verify, what is the name of the organization in which you work?

32 _____ (RECORD NAME OF ORGANIZATION)

33 99 REFUSED

34 Q22 In what state is your business located? Please select one.

35 01 Alabama

36 02 Arizona

37 03 Arkansas

38 04 California

39 05 Colorado

40 06 Connecticut

41 07 Delaware

1	08	District of Columbia
2	09	Florida
3	10	Georgia
4	11	Idaho
5	12	Illinois
6	13	Indiana
7	14	Iowa
8	15	Kansas
9	16	Kentucky
10	17	Louisiana
11	18	Maine
12	19	Maryland
13	20	Massachusetts
14	21	Michigan
15	22	Minnesota
16	23	Mississippi
17	24	Missouri
18	25	Montana
19	26	Nebraska
20	27	Nevada
21	28	New Hampshire
22	29	New Jersey
23	30	New Mexico
24	31	New York
25	32	North Carolina
26	33	North Dakota
27	34	Ohio
28	35	Oklahoma
29	36	Oregon
30	37	Pennsylvania
31	38	Rhode Island
32	39	South Carolina
33	40	South Dakota
34	41	Tennessee
35	42	Texas
36	43	Utah
37	44	Vermont
38	45	Virginia
39	46	Washington
40	47	West Virginia
41	48	Wisconsin
42	49	Wyoming
43	50	Alaska
44	51	Hawaii
45		

1 Q23 Which of the following best describes your business location?.

2 01 Large Metro Area

3 02 Small Metro Area

4 03 Rural Area

5 **CLOSING**

6 Thank you for participating in this important research study.

7 (SEND TO PANEL VENDOR SITE FOR INCENTIVE INFORMATION)

8 Thank you again for participating in this important research study.

9

1 **Part 3: Consumers**

- 2 UA Are you the person in your household that is PRIMARILY responsible for handling
3 the receipt, sorting and other tasks related to your household's mail?
4 01 YES
5 02 NO
6 99 REFUSED

7 IF PERSON PRIMARILY RESPONSIBLE FOR HANDLING MAIL, UA [01], CONTINUE.
8 ALL OTHERS SKIP TO NEXT SECTION

- 9 UB What is your home zip code?
10 ENTER 5-DIGIT ZIP CODE (USE 99999 FOR REFUSED)
11 UC Do you or any close family members work in . . .
12 (READ LIST. RECORD AS MANY AS APPLY. WAIT FOR YES OR NO FOR EACH)
13 [RANDOMIZE]
14 01 Advertising or public relations
15 02 Market research
16 03 Mail or small package delivery
17 98 NONE OF THESE
18 99 REFUSED

19 IF NONE OF THESE, UC [98], CONTINUE.
20 ALL OTHERS SKIP TO NEXT SECTION

- 21 UDA How many pieces of First-Class Mail do you send in a TYPICAL MONTH?
22 01 NONE
23 02 1 TO 2
24 03 3 OR MORE
25 99 DON'T KNOW/REFUSED

26 IF ONE OR MORE, UDA (02-03), CONTINUE.
27 IF NONE OR DON'T KNOW, UDA (01, 99) SKIP TO NEXT SECTION

- 28 UD How many pieces of First-Class Mail do you send in a typical week?
29 01 NONE
30 02 1 TO 2
31 03 3 OR MORE
32 99 DON'T KNOW / REFUSED
33 UE What percent of the First-Class Mail that you send has as its destination. . .
34 [RECORD NUMBER FROM 0-100, DON'T KNOW FOR EACH. TOTAL MUST ADD
35 TO 100. PROBE FOR BEST ESTIMATE BEFORE ACCEPTING DON'T KNOW]
36 A. % Within your local area, the metropolitan or local area where you live
37 B. % Within 200 miles of your local area
38 C. % From 201 to 1,000 miles of your local area
39 D. % More than 1,000 miles from your local area

1 UF Which of the following have you MAILED using the U.S. Postal Service for
2 PERSONAL PURPOSES in the PAST 12 MONTHS?

3 (READ LIST. RECORD AS MANY AS APPLY. WAIT FOR YES OR NO FOR
4 EACH)

5 01 Payments

6 02 Correspondence, such as a letter or cards

7 03 Documents, such as reports, contracts, policies, legal papers, etc.

8 98 NONE OF THESE

9 99 REFUSED

10 IF ANY OF UF [01-03], CONTINUE.

11 ALL OTHERS –DO NOT QUALIFY

12 IF SENT PAYMENTS, UF [01], CONTINUE.

13 ALL OTHERS SKIP TO INSTRUCTIONS BEFORE U2A

14 U1A Now think just about the PAYMENTS your household has MAILED USING THE
15 U.S. POSTAL SERVICE. During the PAST 12 MONTHS, how many individual
16 payments have you mailed using the U.S. Postal Service?

17 (RECORD NUMBER FROM 1-99,999, DON'T KNOW/REFUSED)

18 U1B And now I would like to understand how your household MAILED these
19 PAYMENTS. What percentage did you send via USPS First-Class Mail, USPS
20 Priority Mail, or USPS Express Mail? Your total should equal 100 percent.

21 (RECORD NUMBER FROM 0 TO 100, DON'T KNOW FOR EACH. TOTAL
22 ACROSS ALL CATEGORIES (A THROUGH C)] MUST EQUAL 100 PERCENT)

23 A. % USPS First-Class Mail

24 B. % USPS Priority Mail

25 C. % USPS Express Mail

26 U1A_2012 In 2012, how many individual PAYMENTS do you ANTICIPATE MAILING
27 using the U.S. Postal Service?

28 (RECORD NUMBER FROM 0-99,999, DON'T KNOW/REFUSED)

29 [ASK IF U1A_2012 IS 1-99,999, DON'T KNOW/REFUSED]

30 U1B_2012 And what percentage of these PAYMENTS in 2012 do you estimate you will
31 send via USPS First-Class Mail, USPS Priority Mail, or USPS Express Mail? Your
32 total should equal 100 percent.

33 (RECORD NUMBER FROM 0 TO 100, DON'T KNOW FOR EACH. TOTAL
34 ACROSS ALL CATEGORIES (A THROUGH C)] MUST EQUAL 100 PERCENT)

35 A. % USPS First-Class Mail

36 B. % USPS Priority Mail

37 C. % USPS Express Mail

38

1 IF SENT CORRESPONDENCE, UF [02], CONTINUE.

2 ALL OTHERS SKIP TO INSTRUCTIONS BEFORE U3A

3 U2A Now think just about the CORRESPONDENCE such as cards and letters your
4 household has MAILED USING THE U.S. POSTAL SERVICE. During the PAST 12
5 MONTHS, how many individual pieces of correspondence have you MAILED?

6 (RECORD NUMBER FROM 1-99,999, DON'T KNOW/REFUSED)

7 U2B And now I would like to understand how your household sent those pieces of
8 CORRESPONDENCE. What percentage did you MAIL via USPS First-Class Mail,
9 USPS Priority Mail, or USPS Express Mail? Your total should equal 100 percent.

10 (RECORD NUMBER FROM 0 TO 100, DON'T KNOW FOR EACH. TOTAL
11 ACROSS ALL CATEGORIES (A THROUGH C)] MUST EQUAL 100 PERCENT)

12 A. % USPS First-Class Mail

13 B. % USPS Priority Mail

14 C. % USPS Express Mail

15 U2A_2012 In 2012, how many individual pieces of CORRESPONDENCE do you
16 anticipate mailing using the U.S. Postal Service?

17 (RECORD NUMBER FROM 0-99,999, DON'T KNOW/REFUSED)

18 [ASK IF U2A_2012 IS 1-99,999, DON'T KNOW/REFUSED]

19 U2B_2012 And what percentage of these CORRESPONDENCES in 2012 do you
20 estimate you will send via USPS First-Class Mail, USPS Priority Mail, or USPS
21 Express Mail? Your total should equal 100 percent.

22 (RECORD NUMBER FROM 0 TO 100, DON'T KNOW FOR EACH. TOTAL
23 ACROSS ALL CATEGORIES (A THROUGH C)] MUST EQUAL 100 PERCENT)

24 A. % USPS First-Class Mail

25 B. % USPS Priority Mail

26 C. % USPS Express Mail

27 IF SENT DOCUMENTS, UF [03], CONTINUE.

28 ALL OTHERS SKIP TO INSTRUCTIONS BEFORE NEW SECTION

29 U3A Now think just about the DOCUMENTS such as reports, contracts, policies, legal
30 papers, etc. your household MAILED USING THE U.S. POSTAL SERVICE. During
31 the PAST 12 MONTHS, how many documents have you MAILED?

32 (RECORD NUMBER FROM 1-99,999, DON'T KNOW/REFUSED)

33 U3B And now I would like to understand how your household MAILED those
34 DOCUMENTS. What percentage did you send via USPS First-Class Mail, USPS
35 Priority Mail, or USPS Express Mail? Your total should equal 100 percent.

36 (RECORD NUMBER FROM 0 TO 100, DON'T KNOW FOR EACH. TOTAL
37 ACROSS ALL CATEGORIES (A THROUGH C)] MUST EQUAL 100 PERCENT)

38 A. % USPS First-Class Mail

39 B. % USPS Priority Mail

40 C. % USPS Express Mail

U3A_2012 In 2012, how many individual DOCUMENTS do you anticipate mailing using the U.S. Postal Service?

(RECORD NUMBER FROM 0-99,999, DON'T KNOW/REFUSED)

[ASK IF U3A_2012 IS 1-99,999, DON'T KNOW/REFUSED]

U3B_2012 And what percentage of these DOCUMENTS in 2012 do you estimate you will send via USPS First-Class Mail, USPS Priority Mail, or USPS Express Mail? Your total should equal 100 percent.

(RECORD NUMBER FROM 0 TO 100, DON'T KNOW FOR EACH. TOTAL ACROSS ALL CATEGORIES (A THROUGH C)] MUST EQUAL 100 PERCENT)

A. % USPS First-Class Mail

B. % USPS Priority Mail

C. % USPS Express Mail

ALL QUALIFIED RESPONDENTS SHOULD BE ASKED U5A AND U5B

First-Class Mail Service Standards Description

The Postal Service is considering the following service standards for First-Class Mail.

For First-Class Mail that is dropped at a retail facility, placed in a collection box, placed in the customer's own mailbox or given to a letter carrier, service will be as follows:

1. Delivery in the local area will be delivered on the second day.
2. Delivery outside the local area up to 200 miles will be delivered on the second day.
3. Delivery to destinations over 200 miles will be delivered in 3 days
4. For those living in Alaska and Hawaii, delivery to anywhere in the continental U.S. will be delivered in 4 days as is currently being done.
5. For those living in Guam, delivery to anywhere in the continental U.S. will be delivered in 5 days as is currently being done.

VERIFY RESPONDENT HEARD / UNDERSTANDS DESCRIPTION AND WHETHER ANY SECTIONS SHOULD BE RE-READ.

MUST READ / RE-READ VERBATIM. DO NOT PARAPHRASE

1 U5A Assuming the First-Class Mail service standards that I just described will be in
 2 place in 2012, what is the likelihood that these service standards would cause
 3 you to MODIFY THE NUMBER OF INDIVIDUAL PIECES OF MAIL YOUR
 4 HOUSEHOLD MAILS USING THE U.S. POSTAL SERVICE in 2012? Please
 5 answer using a scale from 0 to 10, where "10" means extremely likely and a "0"
 6 means extremely unlikely.

7 10 Extremely likely (10)
 8 09 (9)
 9 08 (8)
 10 07 (7)
 11 06 (6)
 12 05 (5)
 13 04 (4)
 14 03 (3)
 15 02 (2)
 16 01 (1)
 17 00 Extremely unlikely (0)
 18 99 DON'T KNOW / REFUSED

19 U5B And what is the likelihood that the First-Class Mail service standards that I have
 20 just described will cause you to MODIFY THE WAY YOUR HOUSEHOLD
 21 MAILS different items in 2012? Please answer using a scale from 0 to 10,
 22 where "10" means extremely likely and a "0" means extremely unlikely.

23 10 Extremely likely (10)
 24 09 (9)
 25 08 (8)
 26 07 (7)
 27 06 (6)
 28 05 (5)
 29 04 (4)
 30 03 (3)
 31 02 (2)
 32 01 (1)
 33 00 Extremely unlikely (0)
 34 99 DON'T KNOW / REFUSED
 35

36 IF U5A OR U5B (01-10), CONTINUE.
 37 ALL OTHERS SKIP TO NEXT SECTION

38
 39

1 IF SENT PAYMENTS, UF [01] AND U1A_2012 IS (1-99,999), CONTINUE.

2 ALL OTHERS SKIP TO INSTRUCTIONS BEFORE U7A

3 [ASK IF U5A (01-10)]

4 U6A Earlier you said that you anticipate MAILING [INSERT ANSWER, U1A_2012]
5 PAYMENTS in 2012.

6
7 How many PAYMENTS do you anticipate MAILING USING THE U.S. POSTAL
8 SERVICE in 2012 under the First-Class Mail service standards that I have
9 described?

10 (RECORD NUMBER FROM 0-99,999, DON'T KNOW/REFUSED)

11 [ASK IF U5B (01-10) AND ALL U1B_2012A-C (0-100)]

12 U6B And you said you will mail. . .

13 [ONLY DISPLAY PRODUCTS WITH RESPONSES OF GREATER THAN ZERO]

- 14 • [INSERT ANSWER, U1B_2012_A] percent of these payments via USPS
- 15 First-Class Mail
- 16 • [INSERT ANSWER, U1B_2012_B] percent of these payments via USPS
- 17 Priority Mail
- 18 • [INSERT ANSWER, U1B_2012_C] percent of these payments via USPS
- 19 Express Mail

20 What percent of your payments do you anticipate you will MAIL using the U.S.
21 Postal Service under the proposed First-Class Mail Standards I have described via
22 each of the following. Your total should equal 100 percent. (RECORD NUMBER
23 FROM 0 TO 100, DON'T KNOW. TOTAL MUST EQUAL 100 PERCENT)

- 24 A. % USPS First-Class Mail
- 25 B. % USPS Priority Mail
- 26 C. % USPS Express Mail

27 U6C [COMPUTE DIFFERENCE_PAYMENTS [U1A_2012-U6A]

28
29 ASKIF DIFFERENCE_PAYMENTS <>0 AND U5B (01-10)

30
31 You indicated that based on the First-Class Mail service standards I described
32 the total number of PAYMENTS you would mail using the U.S. Postal Service in
33 2012 would [DECREASE / INCREASE] by [RESTORE DIFFERENCE_BILLS]
34 piece(s). What percentage of this [DECREASE / INCREASE] is solely because
35 of the First-Class Mail service standards that I described?

36 ENTER % _____
37 DON'T KNOW
38 REFUSED
39

1 [ASK IF U6C (1-100)]

2 U6D ASK IF DIFFERENCE_PAYMENTS <>0 AND U5A (01-10)

3

4 [INTRO IF DIFFERENCE_PAYMENTS <0] For the [RESTORE
5 DIFFERENCE_PAYMENTS] **PAYMENTS** you indicated you no longer would
6 mail using the U.S. Postal Service due to the proposed First-Class Mail service
7 standards, why will you **DECREASE** your mail volume?

8

9 [INTRO IF DIFFERENCE_PAYMENTS >0] For the [RESTORE
10 DIFFERENCE_PAYMENTS] additional **PAYMENTS** you indicated you would
11 mail using the U.S. Postal Service due to the proposed First-Class Mail service
12 standards, why will you **INCREASE** your mail volume?
13 (PROBE FULLY FOR SPECIFICS)

14 IF SENT CORRESPONDENCE, UF [02] AND U2A_2012 IS (1-99,999), CONTINUE.

15 ALL OTHERS SKIP TO INSTRUCTIONS BEFORE U8A

16 [ASK IF U5A (01-10)]

17 U7A Earlier you said that you anticipate MAILING [INSERT ANSWER, U2A_2012]
18 INDIVIDUAL PIECES of CORRESPONDENCE in 2012.

19 How many INDIVIDUAL PIECES OF CORRESPONDENCE do you anticipate
20 MAILING USING THE U.S. POSTAL SERVICE in 2012 under the First-Class Mail
21 service standards that I have described??

22 (RECORD NUMBER FROM 0-99,999, DON'T KNOW/REFUSED)

23 [ASK IF U5B (01-10) AND ALL U2B_2012_A-C (0-100)]

24 U7B And you said you will mail. . .

25 [ONLY DISPLAY PRODUCTS WITH RESPONSES OF GREATER THAN ZERO]

- 26 • [INSERT ANSWER, U2BA] percent of these correspondences via USPS
- 27 First-Class Mail
- 28 • [INSERT ANSWER, U2BB] percent of these correspondences via USPS
- 29 Priority Mail
- 30 • [INSERT ANSWER, U2BC] percent of these correspondences via USPS
- 31 Express Mail

32 What percent of your CORRESPONDENCE do you anticipate you will mail using
33 the U.S. Postal Service under the proposed First-Class Mail Standards I have
34 described via each of the following. Your total should equal 100 percent.
35 (RECORD NUMBER FROM 0-100, DON'T KNOW. TOTAL MUST EQUAL 100
36 PERCENT)

- 37 A. % USPS First-Class Mail
- 38 B. % USPS Priority Mail
- 39 C. % USPS Express Mail

40

1 U7C [COMPUTE DIFFERENCE_CORRESPONDENCE [U2A_2012-U7A]
 2 ASKIF DIFFERENCE_CORRESPONDENCE <>0 AND U5A (01-10)
 3
 4 You indicated that based on the First-Class Mail service standards I described
 5 the total number of CORRESPONDENCE you would mail using the U.S. Postal
 6 Service in 2012 would [DECREASE / INCREASE] by [RESTORE
 7 DIFFERENCE_BILLS] piece(s). What percentage of this [DECREASE /
 8 INCREASE] is solely because of the First-Class Mail service standards that I
 9 described?

10 ENTER % _____
 11 DON'T KNOW
 12 REFUSED

13 [ASK IF U7C (1-100)]

14 U7D ASKIF DIFFERENCE_CORRESPONDENCE <>0 AND U5A (01-10)
 15
 16 [INTROIF DIFFERENCE_CORRESPONDENCE <0] For the [RESTORE
 17 DIFFERENCE_CORRESPONDENCE] **CORRESPONDENCE** you indicated you
 18 no longer would mail using the U.S. Postal Service due to the proposed First-
 19 Class Mail service standards, why will you **DECREASE** your mail volume?
 20
 21 [INTROIF DIFFERENCE_CORRESPONDENCE >0] For the [RESTORE
 22 DIFFERENCE_CORRESPONDENCE] additional **CORRESPONDENCE** you
 23 indicated you would mail using the U.S. Postal Service due to the proposed
 24 First-Class Mail service standards, why will you **INCREASE** your mail volume?
 25 (PROBE FULLY FOR SPECIFICS)

26 IF SENT DOCUMENTS, UF [03] AND U3A_2012 IS (1-99,999), CONTINUE.
27 ALL OTHERS SKIP TO INSTRUCTIONS BEFORE U9A

28 [ASK IF U5A (01-10)]

29 U8A Earlier you said that you anticipate MAILING [INSERT ANSWER, U3A_2012]
 30 DOCUMENTS in 2012.

31 How many DOCUMENTS do you anticipate MAILING USING THE U.S. POSTAL
 32 SERVICE in 2012 under the First-Class Mail service standards that I have
 33 described?

34 (RECORD NUMBER FROM 0-99,999, DON'T KNOW/REFUSED)

35 [ASK IF U5B (01-10) AND ALL U3B_2012_A-C (0-100)]

36 U8B And you said you will mail . .

37 [ONLY DISPLAY PRODUCTS WITH RESPONSES OF GREATER THAN ZERO]

- 38 • [INSERT ANSWER, U3BA] percent of these documents via USPS First-
 39 Class Mail
- 40 • [INSERT ANSWER, U3BB] percent of these documents via USPS Priority
 41 Mail

- [INSERT ANSWER, U3BC] percent of these documents via USPS Express Mail

What percent of your DOCUMENTS do you anticipate you will mail using the U.S. Postal Service under the proposed First-Class Mail Standards I have described via each of the following.

Your total should equal 100 percent. (RECORD NUMBER FROM 0-100, DON'T KNOW. TOTAL MUST EQUAL 100 PERCENT)

- A. % USPS First-Class Mail
- B. % USPS Priority Mail
- C. % USPS Express Mail

U8C [COMPUTE DIFFERENCE_DOCUMENTS [U3A_2012-U8A]

ASKIF DIFFERENCE_DOCUMENTS <>0 AND U5A (01-10)

You indicated that based on the First-Class Mail service standards I described the total number of DOCUMENTS you would mail using the U.S. Postal Service in 2012 would [DECREASE / INCREASE] by [RESTORE DIFFERENCE_BILLS] piece(s). What percentage of this [DECREASE / INCREASE] is solely because of the First-Class Mail service standards that I described?

ENTER % _____

DON'T KNOW

REFUSED

[ASK IF U8C (1-100)]

U8D ASKIF DIFFERENCE_DOCUMENTS <>0 AND U5A (01-10)

[INTROIF DIFFERENCE_DOCUMENTS <0] For the [RESTORE DIFFERENCE_DOCUMENTS] DOCUMENTS you indicated you no longer would mail using the U.S. Postal Service due to the proposed First-Class Mail service standards, why will you **DECREASE** your mail volume?

[INTROIF DIFFERENCE_DOCUMENTS >0] For the [RESTORE DIFFERENCE_DOCUMENTS] additional DOCUMENTS you indicated you would mail using the U.S. Postal Service due to the proposed First-Class Mail service standards, why will you **INCREASE** your mail volume?
(PROBE FULLY FOR SPECIFICS)

1 **Appendix G: CARAVAN® Sampling Methodology**

2 All CARAVAN interviews are conducted using Opinion Research Corporation's computer
3 assisted telephone interviewing (CATI) system. The system is state-of-the-art and offers
4 several distinct advantages such as: full-screen control which allows multi-question
5 screens, fully-programmable help and objection screens to aid interviewing, an extremely
6 flexible telephone number management system and powerful data checking facilities.
7 CATI ensures that interviews are conducted in the most efficient manner and allows
8 interviewers easy response recording. This interviewing method also allows for the most
9 accurate form of data entry by guiding the interviewer through the programmed question
10 flow and by providing on-screen interviewer instructions.

11 **Sampling**

12 The CARAVAN landline-cell combined sample is a dual frame sampling design. This
13 means that the sample is drawn from two independent sampling frames—one for landlines
14 and one for cell phones. Each sample, a form of random-digit dial sampling is produced
15 independently. This design reduces the potential of coverage bias by combining a non-
16 overlapping cell phone based sampling frame to complement a traditional Random Digit
17 Dial (RDD) (landline) telephone sample.

18 Land Line Sample

19 ORC Random Digit Dial telephone (US landline) sample is generated using a list-assisted
20 methodology. This method gets its name in that the updated white page listings that are
21 used to identify banks (the first 8 digits of the phone number) with a listed phone number
22 in them. The standard that we use is 2+, meaning that a bank needs to have 2 or more
23 listed households to be considered working. We use the Genesys Sampling in-house
24 system to generate list-assisted Random Digit Dialing sample. This allows us to vary the
25 listed household threshold to the 1+, 2+ or 3+ bank sizes.

26 The standard GENESYS RDD methodology produces a strict single stage, epsem sample
27 of residential telephone numbers. In other words, a GENESYS RDD sample ensures an
28 equal and known probability of selection for every residential telephone number in the
29 sample frame.

1 The GENESYS RDD methodology utilizes an unrestricted random sampling process within
2 implicit sampling intervals. Operationally, the number of intervals, or implicit strata, is equal
3 to the total RDD sample size desired.

4 For example, let's say a hypothetical sample frame contains 110 area code/exchange
5 combinations, and of the 11,000 (110 x 100) possible two-digit (hundred series) banks,
6 60%, or 6600, are working. If we need a sample of 1000 random telephone numbers, the
7 GENESYS process would proceed as follows:

8 Compute the implicit interval/size (C).

9
$$C = M \times 100 / N$$

10 Where: C = the interval size

11 M = the number of "working banks" in the defined sample frame.

12 N = the RDD sample size.

13 Using the numbers from our example, $C = 6600 \times 100 / 1000C = 660$

14 Generate a random number between 1 and C (660 using our hypothetical numbers).

15 Identify the actual telephone number associated with that random number. This is
16 accomplished by dividing the random number by 100 and adding one to the non-decimal
17 portion. This identifies the sequential area code/exchange working bank combination,
18 while the last two digits of the random number represent the actual random two-digit suffix.

19 Return to step 2 and generate a random number for the next interval (i.e., between 661
20 and 1320). Steps 2 through 4 are repeated until the sample file is exhausted.

21 Cell Phone sample

22 The cell phone sample was produced by SSI, Inc., a leading provider of survey sampling
23 to the research community.

24 SSI starts with the most recent monthly Telcordia TPM (Terminating Point Master) Data
25 file. This is Telcordia's master file of NPA-NXX and Block-ID records for the North
26 American Number Plan. It contains at least one record per NPA-NXX. For prefixes (NPA-
27 NXXs) where 1000-block number pooling is in effect, this file also provides information for
28 individual 1000-blocks. This allows users to identify those 1000-blocks that have either not
29 been assigned for service or that have been allocated to different service providers.

1 This file is then further expanded to a file of 100- blocks, 10 100-block records per 1000-
2 block containing the same information as the 1000-block record. "Mixed" or "shared" 100-
3 blocks are then compared to SSI's list-assisted RDD database. 100-blocks with no listed
4 numbers are retained in the wireless frame and 100-blocks containing listed numbers on
5 the RDD frame are removed. The result is a frame of 100-blocks that is mutually exclusive
6 of SSI's list-assisted RDD frame while allowing coverage in prefixes and 1000-blocks that
7 potentially provide both landline and wireless Service.

8 The file of 100-blocks is sorted by FIPS Code, Carrier name and 100-block. The intent is
9 to provide a stratification that will yield a sample that is representative both geographically
10 and by large and small carrier. A sampling interval is determined by dividing the universe
11 of eligible 100-blocks by the desired sample size. From a random start within the first
12 sampling interval, a systematic nth selection of 100-blocks is performed and a 2-digit
13 random number between 00 and 99 is appended to each selected 100-block stem.

14 through a landline telephone sample. Adults with a cell phone and no landline (C) must be
15 reached through the cell phone sample. Adults with both a landline and a cell phone (B)
16 can be reached through either of the frames. Sampling from the two frames results in
17 these four groups:

18 a_1 : Landline respondents without a cell phone (landline only)

19 b_1 : Landline respondents with a cell phone (dual user)

20 b_2 : Cell phone respondents with a landline (dual user)

21 c_2 : Cell phone respondents without a landline (cell only)

22

1 The dual user groups (b_1 , b_2) are further classified into three subgroups:

2 *Landline mostly: those who receive calls on both regularly (b_{12} , b_{22}),*

3 *True dual: those who receive most calls on landline (b_{11} , b_{21}), and*

4 *Cell mostly: those who receive most calls on cell phone (b_{13} , b_{23}).*

5 The National Health Interview Survey (NHIS) provides estimates of the five user group
6 populations. The NHIS is an in-person survey conducted by the National Center for Health
7 Statistics (NCHS). We weight-adjust the landline sample and the cell sample to their
8 respective population estimates from the NHIS.

9 Since the dual user groups are represented by the landline sample and cell phone sample,
10 we combine these groups based on a weighted average. The weighted average is based
11 on the effective sample sizes for each group.

12 Finally, the combined sample is weighted to represent the US population using data from
13 the Current Population Survey (CPS) on age, gender, race, and region as noted above.